

Automotive Daily News

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OCT 21 1925

DETROIT.

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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NEW YORK, FRIDAY, OCTOBER 16, 1925

Application for entry as second class matter is pending at Post Office, New York, N. Y. 10 Cents, \$12 Per Year

OLDSMOBILE TO DOUBLE OUTPUT TO 500 DAILY

Increased Demand Necessitates Expansion

LANSING, Oct. 16.—Orders have been placed by Olds Motor Works for additional equipment which will enable it to double its production of Oldsmobiles, officials of the company stated today. These added facilities are required to meet the growing demand and to fill the scheduled production for 1926, which, it is expected, will be the largest in the 28 years of automobile building by this pioneer company.

Besides new equipment in the Oldsmobile factory, additional ovens will be installed in the plant of the Fisher Body Corporation, which adjoins the Olds Motor Works and which builds closed bodies for Oldsmobile exclusively. At the present time all ovens available are being worked continuously twenty-four hours a day, and even with this peak production the Fisher plant is hard pressed to keep pace with orders. Other additional equipment will be installed in certain departments of the Oldsmobile plant that are now being worked at capacity and in many cases operated overtime.

During September there were 5,541 Oldsmobiles manufactured and sold by the factory. These cars were sold by dealers to consumers as quickly as received, due to the fact that dealers have not been able to build up any reserve stock on account of the great demand manifested for the Series "D" cars introduced early in August, officials state. This is an average production of approximately 250 cars a day, and, with the present big demand for closed cars, about the limit of existing facilities.

"Not later than January we will be able to produce from 400

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I. J. REUTER, president and general manager of Olds Motors Works, who announces increase of Oldsmobile production to between 400 and 500 daily, doubling present output.



Luxury Tax Refund Sought in Canada

Montreal, Can., Oct. 15.—Refund of the luxury tax paid by automobile dealers is to be taken up by the cabinet council at an early time, it was announced today. Interviewed by a delegation of Western dealers, Hon. G. H. Bolvin, minister of Customs, promised to submit a proposal for repayment at the next meeting of the council.

Repayment of the luxury tax would involve the refund to the dealers of about two million dollars. It represents a tax which the dealers claim they paid but were unable to recollect from purchasers owing to the removal of the tax.

GRAHAM BROS. WILL NOT JUMP INDIANA OUTPUT

Evansville, Ind., Oct. 15.—No increase in the production schedule of the local Graham Brothers' motor truck plant is contemplated at present, according to E. R. Harrell, superintendent. Local production is reported at 45 trucks a day.

NEW SEPTEMBER HIGH ATTAINED BY CHEVROLET

Production Reaches 55,865—Big October Output Planned

DETROIT, Oct. 16.—The Chevrolet Motor Company built 55,865 motor cars and trucks during September, a new record for that month and only 378 fewer than the highest production month in the history of the company, according to an announcement today.

Ordinarily sales, and consequently production, are expected to decrease during the latter part of the year. However, the demand for Chevrolet cars, which has held production at high figures throughout the year, continues undiminished, officials state. As a result the schedule for the present month contemplates the building of more than 54,500 cars and trucks.

August deliveries to dealers in the United States alone were 41,500, an August record. This figure is exclusive of the thousands of cars shipped to foreign countries. During September deliveries in the United States increased to approximately 44,500, placing September second only to April and May of this year, and exceeding the domestic deliveries for June, July and August, respectively.

"I am proud of these records for two reasons," said Charles F. Barth, vice-president, in charge of production.

"My first reason is that since March the Chevrolet production has remained consistently at 50,000 or more, without the usual seasonal fluctuations. This indicates that the automobile industry is becoming stabilized upon a regular year-round demand.

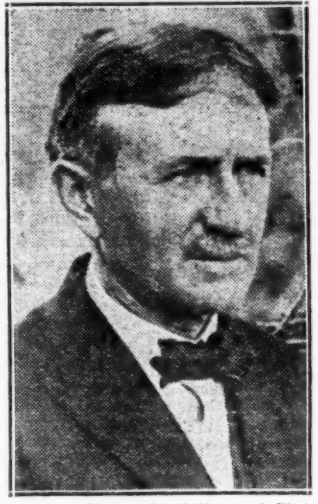
"My second reason is that the September production proved conclusively the loyalty and capacity of the Chevrolet manufacturing organization. Unceasing demand for cars from the Chevrolet dealers made it necessary early in September to increase the September production schedule nearly 7,000, the new schedule calling for 53,165 cars and trucks.

"A production increase of that magnitude is a severe test of any manufacturing organization. The sales department would have desired us to increase the production schedule even more sharply. The results exceeded our highest expectations. The loyal workers in the Chevrolet factories, most of them veterans who are proud of their jobs and proud of their product, responded to a man. They came through with the record September production of 55,865, which was 2,700 more cars than we had asked for even under the revised schedule."

STARZ AGAIN CONTROLLER OAKLAND DURANT PLANT

Oakland, Cal., Oct. 15.—William Starz has been reappointed controller of the Durant factory here, it was announced today. Starz formerly held this position with Durant before establishing his auto finance company a short time ago.

HARVEY S. FIRESTONE, president of Firestone Tire and Rubber Company, who announces materialization of plans to grow own rubber to combat present British monopoly.



International Newsreel Photo.

Bus Lines Peril To R. R., Is Claim

Special to the Automotive Daily News
Washington, D. C., Oct. 15.—That bus lines are a peril to small railroads and the present method of obtaining valuations of traction companies, power companies and other public utilities, is wrong, were the two outstanding statements at today's meeting of the National Association of Railroad and Utilities Commissioners, holding a four-day session here.

The charge concerning bus lines was made by Frank P. Morgan of Alabama, chairman of the association's railroad committee, while censuring of the present method of computing utility valuations came from Judge W. D. B. Ainey, chairman of the Pennsylvania Public Service Commission and president of the association.

"I suggest for your serious consideration that valuation is not an essential prerequisite of rate determination," said the Pennsylvania commissioner. Judge Ainey pointed to the heavy expense of computing a company's valuation and said that, after all, valuation is largely a matter of "defense" which utility companies may set up as marking the boundary beyond which utility commissioners cannot go in rate determination without subjecting the company's property to confiscation. According to the Alabama commissioner, railroad systems which now are losing money should be made to use motor buses and trucks as auxiliaries.

MINNESOTA COURT RULES ON ARMORED CAR TAX

St. Paul, Minn., Oct. 16.—Armored money cars are not common carriers for passengers and freight, and therefore are not taxable by the state at 10 per cent. of their list price, the state Supreme Court today ruled in the appeal of Mike Holm, secretary of state, from the Ramsey County Court's verdict favoring the Sweeney Detective Agency. The armored cars will be taxed as passenger cars at 2 1/2 per cent.

FIRESTONE PLAN TO GROW RUBBER NOW UNDER WAY

Manufacturer Announces Development Of His Idea

NEW YORK, Oct. 15.—With the leasing of 35,000 acres of land in Mexico and 1,000,000 acres in Liberia, the plans of Harvey S. Firestone, Sr., president of the Firestone Tire and Rubber Company, to produce his own rubber is gradually reaching materialization. The development of the project, according to Mr. Firestone, will require a minimum of \$100,000,000.

As previously announced in the Automotive Daily News, Mr. Firestone has long seen the need for American produced rubber. The increasing demand by this country, now totaling 75 per cent. of the entire world's demand, and the rigid restrictions on exports by the British government, which controls all but a small percentage of the total output, has convinced American rubber manufacturers for some time past, that it was up to them to furnish their own supply. Mr. Firestone has been the leader in the movement, and for the past three years has conducted experiments and investigations in all quarters of the globe in an effort to find suitable territory for rubber growing.

Outlining his plans in an interview at the Hotel Plaza yesterday, Mr. Firestone said he had formed twenty planting organizations, and expected eventually to have an output of 250,000 tons of rubber a year, which is more than 50 per cent. of the world's present output. At present, America controls 3 per cent. of the world's rubber production, the remaining 97 per cent. being controlled by British and Dutch capital.

"This is the first big movement that America has made to obtain her own rubber," said Mr. Firestone.

A contract with the Liberia government enables the American company, Mr. Firestone said, to survey the whole of Liberia and choose here and there the land best suited for rubber productions until 1,000,000 acres have been taken over. His plans call for the employment of more than 300,000 natives, besides a great organization of whites.

One 2,000-acre plantation—a going concern in British hands—was purchased outright by the company, and its production of thousands of pounds of raw rubber per month is coming to this country, though the plantation is being used mainly as a great nursery of rubber trees for the new ones.

His million-acre project will be the greatest rubber plantation in the world, Mr. Firestone said, and

(Continued on Page Two)

New commercial car registrations throughout the country, compiled for the week and month, will be found on Page 6 of this issue.

General Motor Sales Show Sept. Increase

NEW YORK, Oct. 15.—The sales of General Motors cars by dealers to users in September totaled 83,612 cars and trucks, compared with 48,565 in September, 1924.

Sales of cars and trucks to deal-

ers by the manufacturing division of General Motors in September totaled 83,379, the largest sales in any month in the history of the corporation.

The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers and sales by the manufacturing divisions of General Motors to their dealers:—

	Dealers Sales to Users—			Divisions Sales to Dealers—		
	1925	1924	1923	1925	1924	1923
January	25,593	33,674	31,437	30,642	61,393	49,162
February	29,579	50,007	33,627	49,146	78,065	55,417
March	70,594	87,205	74,432	75,527	75,484	71,669
April	97,242	89,583	105,778	85,582	68,600	75,822
May	87,455	84,715	90,327	77,223	45,965	75,393
June	75,864	65,224	75,423	71,084	32,984	69,798
July	65,872	60,836	62,209	57,354	40,581	51,624
August	78,638	54,842	66,846	76,462	45,614	65,999
September	83,612	48,565	60,111	83,379	51,925	69,081

*These preliminary figures include passenger car and truck sales in the United States, Canada and overseas by the Chevrolet, Oldsmobile, Oakland, Buick and Cadillac manufacturing divisions of General Motors.

FLOATING GARAGE PLANS PROGRESS

Return Cargoes From Europe Would Be Sought

Special from A. D. N. Washington Bureau

WASHINGTON, Oct. 15.—Commenting upon the proposed plan of leading automobile manufacturers to purchase a fleet of government vessels for transportation of their products to European markets, J. Walter Drake, assistant secretary of commerce and former president of Hupmobile, pointed out today that each ship would have a capacity of 240 cars and that there would be no necessity of the machines being "knocked down."

While the proposal is only in a tentative stage, the Department of Commerce has been approached by the automotive interests with the idea of enlisting the government's commercial agents throughout Europe in gathering statistics as to the possibility of obtaining return cargoes.

It is proposed to establish a regular line of freighters to Europe and eventually to ports in other parts of the world, carrying cars of the various interests allied in the purchase of the Shipping Board vessels, which, it is understood would be converted into "floating garages."

Those behind the proposal intend to interest manufacturers of other products besides passenger cars and trucks, on account of space available on the ships for the carrying of tires, accessories and similar products.

Ships would be loaded at Detroit and Toledo and would be of tonnage small enough for lake service and sufficiently seaworthy for ocean-going travel.

APPROVE AUTOMOBILE LIABILITY INSURANCE

Trenton, N. J., Oct. 15 (U. T. P. S.).—Compulsory automobile liability insurance was unanimously approved by farmers here at the annual farm legislative conference held under the auspices of the New Jersey Federation of County Boards of Agriculture and the state grange.

The conference reaffirmed its approval of a state gasoline tax, despite action last winter by the Legislature, which nullified the same request framed last year. The delegates excepted gasoline used for tractors, stationary engines and others not used on the road because of a number of taxes covering those branches.

DISPLAY advertising of these manufacturers will be found regularly on the pages of the Automotive Daily News:

Automotive Rotary Lift
Buick
Chevrolet
Continental Motors
Flint
Hupmobile
Hewitt Rubber
J. H. Newmark
Juhaz Carbureter
Locomobile
Oakland
Pierce-Arrow
Rawlings Company
Rickenbacker
USL
William R. Rowe Co.
Wisconsin Parts
Wise Industries

Oldsmobile to Double Output to 500 Daily

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to 500 Oldsmobiles a day," reports I. J. Reuter, president and general manager of Olds Motor Works. "If it is possible we will increase our production before then, but it requires time to have special machinery made and installed."

"Every indication points to the need of a minimum production of at least 400 cars every working day to take care of our 1926 business. Our dealer organization has grown steadily in size during the past year and the public reception of the latest Oldsmobile has been phenomenal. Heavy closed body commitments have been placed with Fisher, which call for 11,000 closed

jobs for January and February alone.

"Oldsmobile sales have shown a marked gain during the past six months, despite the necessary curtailing of production in July and the first few days in August, due to the introduction of the new series 'D' cars. Our export business has also increased by leaps and bounds, being more than double what it was last year at this time."

"Olds Motor Works has had many prosperous years in its long history in the automotive industry, but never has it had a more promising outlook than at present. At the present rate of progress it will continue to play an even more prominent role in motor car history for years to come."

"Buy British Cars," Is England's Cry

London, Oct. 15 (U. T. P. S.).—In Britain an active campaign is being carried on to induce the public to buy British Empire products. Even the Post Office is lending its aid by obliterating stamps with the legend, "Buy British Goods."

The automobile manufacturers are taking a hand in the game by collectively boosting British-made autos in the leading daily papers. An eight-inch, double column insertion in the Times, for example, runs as follows: "British Cars for British Folk. How would you feel on driving up to your golf club, if yours were the only car that was not British?"

"When deciding what car to buy, remember that nowadays it is regarded as 'bad form' to purchase any but British-made goods. As value for money, the case for the British car is overwhelming. And when you remember that your purchase of a British car is another step forward to the solution of the unemployment problem, you can not even think of buying any other make. Own a British car. A British car is a car made entirely in the British Isles, of British-made parts and fitted with British-made tyres and accessories."

MARMON OFFICIAL CITES CLOSED CAR PRODUCTION

Syracuse, Oct. 15.—Homer McKee, vice-president of Nardye & Marmon Company of Indianapolis, addressed a meeting of central New York Marmon dealers and salesmen at the C. W. Bull Motor Car Company offices here last Saturday, predicting continued and lasting prosperity for the automobile industry of the country.

Mr. McKee pointed out that the sales of closed cars are continually on the increase. "We have seen a closer co-operation of all units in the various automobile plants," Mr. McKee said, "and an increase in the production of the closed type of car selling at almost open car prices. Practically 90 per cent. of the automobiles manufactured today are closed cars."

TOPOGRAPHICAL ENGINEER WILL SPEAK AT DETROIT

Special from A. D. N. Detroit Bureau
Detroit, Oct. 15.—C. H. Birdseye, probably the most appropriately named engineer in the world since he is chief topographic engineer of the United States Geological Survey, will address the Detroit Engineering Society Friday, October 16, on "Mapping From the Ground." Edward G. Hamilton, until recently pilot of Ford's air express and an aerial photographer of note, will talk on "Mapping From the Air." The relation of the airplane to the art of map-making will be interestingly illustrated with films.

PENNSYLVANIA A.A. ELECTS OFFICERS

Special to the Automotive Daily News
Pittsburgh, Oct. 15.—The fifth annual business congress and frolic of the Pennsylvania Automotive Association closed here today with the election of officers.



George A. Hoeveler of Pittsburgh was named president of the state association for the ensuing year. He succeeds E. T. Satchell of Allentown. Charles Schwab of Allentown was named the new secretary and R. W. Shreiner was re-elected treasurer.

Vice-presidents were named as follows: George McFarland of Harrisburg, George Bray of Wilkes-Barre, John H. Leppert of Johnstown and E. T. Satchell of Allentown.

New directors elected are Floyd Bortree of Scranton, Roy McIntyre of Butler, E. R. Williams of Clearfield, J. S. Roberts of Philadelphia, W. A. Mussins of Williamsport and D. W. Rankin of Lancaster.

Addresses were made today by L. E. Willis of Hare & Chase, Inc., and F. E. Moskovics, president of Stutz Motor Car Company.

Mr. Moskovics rapped the salesman who declares his car better than the others in all respects. He said it makes a hit with prospective buyers for a salesman to see good in other cars, and not to condemn them. About 100 delegates attended the morning session.

G. M. OFFICIALS FROM CANADA OFF TO EUROPE

Montreal, Oct. 15.—R. S. McLaughlin, K. T. Keller and W. M. Moyle, president, general manager and chief engineer respectively of General Motors of Canada, Limited, Oshawa, have sailed for Europe to make a study of export conditions and to attend the annual Olympia Motor Show. It is stated that the export business for Canadian General Motors' products has shown a steady increase and it is the opinion of the executive that this market will show a gradual improvement as European general business conditions readjust themselves to normal.

INT. HARVESTER CUTS PRICES IN ENGLAND

London, Oct. 15 (U. T. P. S.).—The International Harvester Company of Great Britain, Ltd., has cut the price of its various models. The 25-cwt. speed truck chassis now sells for £285; model 33 heavy duty 30-cwt. chassis for £385; model 43 chassis for £450; and model 63 chassis for £520.

Claims Buffalo Slow in Providing Field for Airplanes

Buffalo, N. Y., Oct. 15.—George B. Tyler, manager of the Ford automobile plant at Buffalo, speaking before the Kiwanis Club of the Tonawandas last Thursday, charged the Buffalo city council with laxity in not providing Buffalo with an adequate landing field. He declared that the lack of action on the part of the council had isolated Buffalo and vicinity from the rest of the United States, so far as commercial aviation is concerned.

Tyler said he had spent more than three months trying to secure a field for the commercial and passenger planes which Henry Ford plans to operate between Detroit, Cleveland, Buffalo, Syracuse, Rochester, Albany, New Haven, Boston, New York and other points without success.

Oil Sales Coupon Quarrel Settled

Chicago, Oct. 15.—Differences among members of the Iowa Independent Oil Men's Association over such questions as the interchange of sales coupons between members have been amicably settled, it was reported in Chicago today. Evidence of such disagreement appeared some time ago in a letter issued to independent jobbers by H. C. Wurster, who said he was resigning from the directorate of the association. Mr. Wurster said he wished to have a showdown among oil marketers on the question of coupon interchange and other questions.

However, the interchange will come up for discussion at the annual meeting at Waterloo, tomorrow. L. V. Nicholas, president of the National Petroleum Marketers' Association, will speak on the subject.

PORTLAND GETS FIRST SHIPOAD OF FORD CARS

Portland, Ore., Oct. 15 (U. T. P. S.).—On her first trip up the Columbia River to Portland, the Onondaga, Henry Ford's ship, was loaded with "knocked down" Fords. This was the first water shipment to this city of Ford cars, but it is expected it will be followed by numerous others.

Great Rubber Empire Planned by Firestone

(Continued From Page One)

America's greatest investment in the tropics, involving practically the physical remodeling of a whole country—the building of harbors, roads, towns, hospitals and other public works.

"I have been active recently in Akron getting together organization and equipment for Liberia," reads Mr. Firestone's statement. "The country is wholly undeveloped, either agriculturally or industrially, and my effort is naturally a pioneer one. It is my intention to plant as much land as quickly as it is physically and economically possible, because government and other figures show there will be a shortage of rubber."

"I have arranged for twenty separate planting organizations to commence work at once in twenty separate districts of the country. Each of these organizations will include an experienced planter and assistants from the Far East, medical staff, sanitary engineer, civil engineer, mechanical engineer, architect and builder, forester, soil expert and their staffs. Thousands of native laborers will be employed."

"Because it is an undeveloped country it is necessary for us to not only build our own buildings and houses for our American and European workers, but to ship

PRODUCTION AT HEIGHT IN MICH.

Industrial Activity Continues at Accelerated Pace

Special from A. D. N. Detroit Bureau

DETROIT, Oct. 15.—Pere Marquette Railway traffic reports, covering a survey of the state, show that industrial activity in Michigan is continuing without a sign of let-up and that records are being broken.

Buick Motor and Flint Motor at Flint are both going strong; the automotive industry in Detroit and at Lansing, as well as allied activities at Muskegon and other centers of production of accessories for automobile production, are maintaining accelerated speed. Benton Harbor is forwarding castings in greater volume.

Eastbound movement through the Buffalo gateway shows an aggregate of a little better than 19 per cent. more than for the corresponding period of 1924; the westbound is off 40 per cent., the anthracite coal situation being responsible for the lessened volume. Miscellaneous shipments are in excess of last year's.

Toledo gateway movements show 30 per cent. higher general freight; commercial coal shipments are about equal to those of last year.

Chicago gateway movements are 14 per cent. above last year's; shipments across Lake Michigan are 16 per cent. heavier than they were for the same period of October, 1924.

FEYES PUBLICITY MAN AT FORD'S NORFOLK PLANT

Norfolk, Va., Oct. 15.—F. E. Feyes was today announced as advertising and publicity representative of the Ford Motor Company's Norfolk assembly plant, succeeding W. T. Knott.

Mr. Feyes has been with the Norfolk plant seven months, principally as general road manager. Previous to that time he was in the Philadelphia branch and at the Detroit home office.

household furniture and equipment, as well as foodstuffs.

"In order to facilitate shipping it will be necessary for us to build a harbor at Monrovia, the capital and principal port. We have already let the contract to the J. G. White Engineering Corporation of New York. Liberia has no modern shipping facilities, all shipments now being landed in surf boats and subject to good weather conditions."

"While organizing for the Liberian enterprise I have also taken a lease of 35,000 acres of land in Mexico, upon which there is located 350 acres of Hevea trees, the best rubber producing tree known today, and several thousand acres of Castilleja rubber trees."

"Besides Mexico and Liberia, the Philippine Islands, Central and South America and the Dutch East Indies, where no restriction on production such as is legally in force in British Colonies exists, offer excellent opportunities for rubber growing. Our investigations in these countries are still continuing."

"All that is required to make America, which consumes 75 per cent. of the world's rubber supply, independent of foreign sources, is capital. Of course it requires a great deal of capital, as to develop the 1,000,000 acres under lease in Liberia will require a minimum of \$100,000,000."

DEMAND MOVING USED CAR SALES IN LOS ANGELES

Special to the Automotive Daily News

LOS ANGELES, Cal., Oct. 15.—Parked here and there, in every available mercantile spot, both on the floor of beautiful show rooms and open air spaces throughout the city of Los Angeles, are more than \$7,000,000 worth of used automobiles.

This figure of valuation on used cars has been secured from a general survey of more than 340 used-car dealers' stock on hand, which is just \$3,000,000 below the value of stocked used cars of a year ago.

This large stock, although running into millions, does not mean that the local market is "glutted," but, on the contrary, interviews with such well-known used-car dealers as the Henry B. Ayers Company of 1114 South Olive St., one of the large dealers in the metropolitan district, and Vin Gannon, Inc., of the Hollywood district, stress the fact that the market is healthy and that sales in used cars are far in excess this week of what they were one month ago.

The future outlook, according to Mr. Ayers, will show increased sales and the market in general will be stable, unless the factories flood the local field with over-production of new cars.

In the used-car market of the new-car dealers a situation exists, which, according to Mr. Gannon, shows a shortage, distributors and dealers of new cars being unable to secure sufficient trade-ins to meet the demands for used cars at the used-car depots of the branches.

There is a general "pep up" campaign on with these dealers to push over sales with trades, so as to supply the urgent demand being made on them for used jobs.

Throughout the Los Angeles used car mart the general trend is to segregate the cheap car from the high priced car and many of the straight used dealers are confining their sales to cars selling from \$700 and up. These dealers, contrary to the usual "drop," are the ones that are doing the business as the general buying seems to be in favor of the higher priced car.

The Henry B. Ayer Company, with two stores in the metropolitan district and one in Hollywood, handles nothing under \$700, and, according to the statement of Mr. Ayers, the sales this year were far in excess of last year's business at the same period. During the past twelve months the company's turnover has run into thousands of dollars and for that period its average car sale showed \$800 each.

In the cheaper class of used cars, the Ford and Star are running neck and neck, due to the general sales policy of those dealers in disposing of these cars on lease contract on a \$50 down payment with a strict repossession clause. This small down payment has had the effect to stimulate sales with the small wage earner, consequently there is a large daily turnover at nearly all the different markets.

The used car situation in Los Angeles at the present is satisfactory in every way, and dealers do not expect any stagnant effect in their business, unless there is a general flooding of the market with new cars, which is looked upon as highly improbable, consequently the prediction is being made that there will be a general cutting down in the value of stock on hand within the very near future.

TO HANDLE STUDEBAKER

Youngstown, O., Oct. 15.—Distribution for Studebaker cars for Youngstown and surrounding towns in Mahoning county has been taken over by the Bentley Motor Car Company, which was recently incorporated with Robert Bentley, Jr., as president and general manager.

MYSTERIES OF STEERING GEAR being explained to women motorists enrolled in special classes at College of Technology, Leicester, England. This is said to be the only class of its kind at present in Great Britain. The women are given a practical course in automotives.



P. & A. Photos.

Old Records Lowered in September New Car Sales

Cleveland, O., Oct. 15.—The compilations made by the Cleveland Automobile Manufacturers and Dealers Association show that all records were broken in the first three quarters of the current year in Cleveland's retail automobile business.

Even though deliveries were behind last month the figures of George S. Wallace, county clerk, show that September was the largest September in the history of the industry locally, according to the bills of sale filed with him. September, 1925, had a total of 2,918 new car bills of sales against 2,303 for the same month last year and 2,502 for September in 1923. This figure shows an increase of 26 per cent., which is a wonderful showing.

Used cars also are enjoying a wonderful year, as 11,653 used-car bills of sale were filed last month as against 5,577 for September last year.

BIG WINTER DEMAND

Spokane, Wash., Oct. 15 (U. T. P. S.).—With the approach of cool weather indications are that there will be more motor cars used during the winter than ever before, dealers generally reporting an unprecedented demand for closed models in Spokane this fall.

The demand is divided between cash purchasers and "turn-ins." Good crops throughout the inland empire have resulted in a heavy car demand from the agricultural districts.

Fall buying is holding up to the average of monthly sales for the best automobile selling months of this year, a condition which will result in new sales records for the year being set by many firms. This is especially true of the lower and medium-priced cars, the dealers in which are predicting that the 1926 sales battle will be one of the greater value for the less money.

JERSEY CITY MOTOR CO. PASSES INTO NEW HANDS

Jersey City, N. J., Oct. 15.—H. H. Watson and R. Darling have taken over the H. C. Chase Motor Company of this city. Mr. Watson was formerly connected with the Union City Sales and Service Company for several years and is well known among Jerseyites. The new organization will continue to represent the Ford interests, including Fordson trucks.

PROSPECTS BRIGHT

Waco, Tex., Oct. 15.—Prospects for fall business in the automotive line in central Texas are 200 per cent. better now than they were 30 days ago, according to the president of the Waco Automotive Dealers' Association.

Fairs Stimulating Sales in Arkansas

LITTLE ROCK, Ark., Oct. 15.—As the result of many fairs being held in Arkansas and adjacent territory this month, it is believed that the automotive business will experience marked stimulation. The Tri-State Fair has just closed in Memphis, while the Arkansas State Fair opened here Monday. A rice carnival has been held at Stuttgart and many other minor fairs are scheduled.

UPPERCU-CADILLAC EXHIBITS NEW CARS

Brooklyn, Oct. 15.—The Uppercu-Cadillac Corporation opened its fall showing of new Cadillac cars last Saturday. The latest body improvement sare being featured in the showing.

The importance of the Cadillac car in the automobile industry makes this exhibit one of unusual interest. While the complete line is being shown in the Uppercu-Cadillac showrooms of New York, Brooklyn, Bronx and Newark, there is also a comprehensive showing in the other Cadillac showrooms through the metropolitan territory.

The exhibit closes October 17.

Keep step with the industry through the Automotive Daily News.

NEW DEALERS OF STAR-DURANT

New York, Oct. 15.—The following automobile merchants have recently taken over the sale of Star and Durant products:—

Alabama—Bennett Motor Company, Dothan.
Arizona—Meteor Motor Company, Window Rock.
Arkansas—George W. Johnson, Holly Grove.
California—San Jose Star Motor Company, San Jose; Los Altos Garage, Los Altos; City Garage, Los Gatos; Raymond Garage, Raymond; Lodi Motor Company, Lodi; Berkeley Star Motor Company, Berkeley; Earl E. Nearing, San Francisco; Midway Garage, Taft; York's Garage, Tranquillity; Lewis, Buszek & Cosart, Exeter; D. W. Roberts, Long Beach; H. C. Costello, Banning.
Florida—Askew & Wilkinson, Lakeland.
Georgia—Tait Sales Company, Brunswick.
Illinois—Service Motor Sales, Bloomington; West Side Garage, W. H. Trolke, Monticello.
Iowa—Flaherty Motor Company, Fort Dodge; O'Dea Motor Company, Des Moines.
Kansas—James's Garage, Hazelton; Wilson-Jitchell Motor Company, Burlington.
Massachusetts—Camden Avenue Garage, Inc., Swampscott.
Michigan—Triangle Motor Sales, Greenville; Service Garage, Centerville.
Mississippi—R. A. Thornell, Catchings.
New Jersey—Rock Hill Garage, Rock Hill.
New York—Weldon Motor Sales, Watertown; Cairney & Du Bois, West Brighton, S. L.
Ohio—C. M. Hogan, Wellston.
Oklahoma—Odell Motor Company, Shattuck; P. T. Gear, Hollis.
Oregon—Brown & Deulen, Lents; Otto Erickson & Co., Forest Grove; E. E. Case, Gold Beach; Milwaukee Auto Storage, Milwaukee; Tigard Garage, Tigard.
South Carolina—Cauthen & Wilson, Kingstree.
South Dakota—Steir Motor Company, Yankton.
Texas—Williamson Filling Station, Decatur; Crescent Garage, Bridgeport.
Washington—W. L. Michaelson, Odessa; W. M. Olney, Rydewood.
Mexico—Salvador Sainz, Guadalajara; Aztec Motor Company, San Luis Potosi.

USED CAR AUCTION

Buffalo, N. Y., Oct. 15.—Dixon Motors, Inc., sold 16 used cars in two hours Saturday through the auction method. The sale was about equally divided between closed and open car models. The average sales price was about \$300.

NEW TERRITORY

Spokane, Wash., Oct. 15.—Automobile territory of Ahrens & Ahrens here has been increased by the addition of three counties.

for Economical Transportation



Big 11-inch brakes, two sets on the rear wheels, make Chevrolet easy to stop and safe to handle. Brake equalizers distribute braking effort evenly between the wheels.

Chevrolet Salesmen enjoy demonstrating these efficient brakes.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	\$525	Coupe	\$675	Commercial Chassis	\$425
Roadster	525	Coach	695	Express Track Chassis	550
		Sedan	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T

Automotive Daily News

"Of, By and For the Entire Automotive Industry."

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.
DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500.

Application for entry as second-class matter is pending at Post Office, New York, N. Y.
O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington,
Treasurer; Alexander Johnston, Secretary.

FRIDAY, OCTOBER 16, 1925

Advertising Headquarters—1926 Broadway, New York, N. Y.
Harry A. Tarantous, Advertising Manager, George M. Slocum, Manager Detroit
Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager,
168 North Michigan Ave., Chicago, Ill. Metz H. Hayes, New England Manager, Little
Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank
Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry
Building, Seattle, Wash.
Address ALL advertising cuts, copy and correspondence for New York office to
1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone: Franklin 3900.
Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter
Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C.
Wetmore, Clyde Jennings.

SUBSCRIPTION RATES
United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.
Single copies, 10 cents.
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

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The Lighting Problem

AUTOMOBILE lighting for many years has been a difficult problem. A certain brilliancy of illumination is necessary for the safety of the driver behind the lights. On the other hand, if the light is too brilliant and not properly controlled it blinds users of the highway coming in the opposite direction. The problem has been to give the driver enough light for his own safety without blinding other drivers.

The method of accomplishing this, or of trying to accomplish it, is by deflecting the blinding rays, so that they shall not reach a height level with other drivers' eyes. In theory this is admirable, but no driver who has used our roads at night will allow that it is wholly effective in practice. If our roads were absolutely level, deflecting the dazzling beams might work, but the minute a car strikes a hill the deflecting principle gets a bump. The grade often serves to send the brilliant beams directly into the eyes of approaching drivers.

There are competent authorities who hold that in employing deflection we are off on the wrong foot. The devices available are excellent, say these commentators, but the whole principle is wrong. Some time ago the Society of Automotive Engineers appointed a committee under the able chairmanship of Henry M. Crane to investigate the whole subject of lighting. That committee has not yet made a report on its work, but probably will do so before very long. When the time comes we may look for some interesting developments.

Purification

THE purification of the automobile engine proceeds apace. Many of the 1926 models will carry air cleaners, oil rectifiers and gasoline cleaners. It has always been recognized that the automobile engine running under perfect conditions would last practically forever. Absolutely clean air, oil and fuel mean a long step toward ideal conditions of operation. When all these various aids to engine efficiency have become universal in use and are 100 per cent. effective, car life will take another upward jump.

This country's insatiable demand for rubber is reshaping the map of the world. One of these days the geographer's description of certain parts of the Philippines, which now reads: "Thick jungle, inhabited only by the uncivilized Moro," may be amended to: "Highly productive rubber plantations, worked by colonies of Chinese coolies."

In London a new firm insures motorists against tire trouble. A policy in the pocket is worth two bursts in the bush, as it were.

Just One Week More

IN which to sign the petition. On October 23 the ways and means committee meets to decide what taxes shall be reduced this year. Sign the petition below. Paste a strip of paper below your name and have your employees and customers sign also. Then send the petition to the Automotive Daily News, 25 City Hall Place, New York city.

A PETITION TO THE CONGRESS OF THE UNITED STATES FOR REPEAL OF THE EXCISE TAX ON MOTOR VEHICLES AND PARTS.

We, the undersigned citizens of the United States, dealers in and users of motor vehicles and equipment, respectfully and earnestly urge the repeal of the war-time excise taxes on passenger motor cars, motor trucks, parts, tires and accessories. During the period of the war and readjustment, these taxes were willingly and patriotically borne. The economic need for them has now passed. Their continuance is a serious hampering of business and a heavy burden on users of motor vehicles and equipment.

Signed.....

Address.....

Our Own Automotive Family Album

The Boyhood Days of Our Industry's Leaders

By Kessler



HARRY M. JEWETT, PRESIDENT OF PAIGE DETROIT MOTOR CAR CO., MADE THE FIRST TOUCHDOWN EVER REGISTERED AGAINST MICHIGAN UNIVERSITY, WHICH THEN WAS THE FOOTBALL LEADER OF THE MIDDLE WEST.

The Observer

Motor vehicles pay a big share of the road bill.

Recently the New York World, commenting on the competition between railroads and motor vehicles, referred to "Concrete roads that are built and maintained at public expense."

This comment is typical of the general impression which seems to prevail in many editorial circles.

It is natural that many editorials of this type appear, since railroads have steadily and persistently made such statements through their officials.

The highways are not built and maintained at public expense.

General taxes do, it is true, pay for 58 per cent. of the road bill.

The motor vehicle pays special taxes equivalent to 42 per cent. of all the highway expenditure.

Special motor vehicle taxes, which amounted to \$461,000,000 in 1924, were more than four times the cost of maintenance of the state and Federal roads and were considerably larger than the cost of maintaining all the roads in the country.

State taxes on automobiles have increased twenty-five times in the past ten years, while registration has increased ten times.

The amount which the public pays for highway expense is equivalent to 1 cent per person per working day.

Commercial vehicles in twenty-nine states pay approximately twice as much taxes in proportion to those paid by passenger cars.

It is logical that the public should pay a considerable proportion of the highway bill in view of the fact that these means of transportation are of general public benefit.

In addition to the special taxes paid by the motor vehicle there are fees amounting to \$90,000,000 in personal property taxes, making the grand total of levies on the motor vehicle \$551,000,000.

It can hardly be said that a means of transportation, paying more than half a billion dollars annually, is getting free use of the highways.

IOWA AUTOMOTIVE MEN TO MEET IN NOVEMBER

Des Moines, Ia., Oct. 15. (U.T. P. S.).—The annual convention and business meeting of the Iowa Automotive Merchants' Association will be held at the Hotel Fort Des Moines, November 12 and 13.

W. E. Wissler, president of the association, and T. W. Lequatte, secretary and manager; both of Des Moines, will be in charge of the program, which includes some very prominent speakers. An attendance of 300 merchants is expected.

BUFFALO PLANS FOR ANNUAL AUTO SHOW

Buffalo, N. Y., Oct. 15.—The Buffalo Automobile Dealers' Association is making preliminary arrangements for this year's automobile show, which will be held at the 74th Armory, January 16 to 23. This will be Buffalo's twenty-fourth annual show.

The following committee will be in charge: E. C. Bull, chairman; Albert Hertzog, Jr., treasurer; John J. Gibson, secretary; E. H. Baker, John A. Cramer, Mason B. Hatch, Herman Kinnee and Carlton Proctor, show manager.

Coming Automotive Events

OCTOBER

- 8-17—London, England. Olympia Passenger Car Show.
- 14-15—New York City. National Automobile Dealers' Association meeting.
- 16—Binghamton, Jamestown, N. Y. National Automobile Dealers' Association meeting.
- 17—Salem, N. H. American Automobile Association race, at Rockingham Speedway.
- 17-Nov. 1—San Francisco, Cal. Fifth Annual California Industries Exposition.
- 18-31—Salonica, Greece. First Annual Sample Fair.
- 19—Wheeling, W. Va. National Automobile Dealers' Association meeting.
- 20—Charleston, W. Va. National Automobile Dealers' Association meeting.
- 20-30—Grand Rapids, Mich. Michigan Association of County Road Commissioners and State Highway Department Building Show.
- 20-21—Greensboro, N. C. Carolina Automotive Association meeting.
- 21-31—Boston. American Welding Society.
- 21—Roanoke, Lynchburg, Va. National Automobile Dealers' Association meeting.
- 22—Washington, D. C. National Automobile Dealers' Association meeting.
- 23—Richmond, Norfolk, Va. National Automobile Dealers' Association meeting.
- 24-Nov. 8—Shreveport, La. Auto Show at State Fair.
- 24—Charlotte, N. C. A. A. race.
- 26-31—Huntington, W. Va. Ninth Annual Auto Show and Fashion Review.
- 27—Charlotte, N. C. National Automobile Dealers' Association meeting.
- 28-30—Grand Rapids, Mich. Road Building Show.
- 29—Jacksonville, Fla. National Automobile Dealers' Association meeting.
- 29-Nov. 7—London, England. Annual Truck Show.
- 30—Miami, Tampa, Fla. National Automobile Dealers' Association meeting.

NOVEMBER

- New York City. Society of Automotive Engineers, service engineering meeting.
- 5-7—Chicago. Annual Convention and Show.
- 7-15—Sao Paulo, Brazil. Automotive Exposition.
- 9-14—Chicago. Convention and Show. Automotive Equipment Association, Coliseum.
- 9-14—San Francisco, Cal. All-Western Road Show.
- 13-14—Philadelphia. Society of Automotive Engineers, automotive transportation meeting.
- 12-13—Des Moines, Iowa. Iowa Automotive Merchants' Association Convention.
- 15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon, Hotel Commodore.
- 17-19—St. Louis, Mo. National Tire Dealers' Association Convention.
- 26—Los Angeles, Cal. A. A. A. 250-mile race.
- 26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdom.

DECEMBER

- 1-8—Pernambuco, Brazil. Good Roads Conference.
- 3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 5-16—Brussels, Belgium. Annual Automobile Show.

JANUARY

- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11—Chicago. American Road Builders' Association Annual Convention.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—New York City. National Automobile Show.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 27—Detroit, Mich. Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.

FEBRUARY

- 1-6—Chicago. Chicago National Show.

Financial News of the Automotive Industry

G. M.'S QUARTER NET 25 MILLIONS

Three Months' Earnings to Mark New High—Year to Set Record

New York, Oct. 15.—Notwithstanding drastic price reductions in August on practically all models produced by the General Motors Corporation bankers are estimating third quarter earnings at around \$25,000,000 net for dividends, a decline of only about 10 per cent. from the record showing in the second quarter of the year. While official figures will not be available for some weeks it is practically certain that results in the last three months exceeded any corresponding period in the corporation's history.

Net of \$25,000,000 for dividends would equal close to \$4.50 a share on the 5,161,599 shares of no par common. During the first six months of 1925 General Motors earned \$46,082,236, equal after preferred dividends to \$8.19 a share on the common. The company is expected to show over \$70,000,000 or between \$12 and \$13 a share on the common for the first nine months, exceeding by a good margin the largest yearly earnings reported by General Motors, \$62,067,526 in 1923.

Nine Months' Net Doubled

The figures above do not take account of the corporation's equity in the undistributed earnings of either Fisher Body Corporation, of which it holds 60 per cent., or General Motors Acceptance Corporation, which it owns entirely. In the first six months of the current year the equities from these sources were equal to 82 cents a share on General Motors. Both companies, particularly Fisher Body, have made notable strides in earnings since.

Estimated earnings of General Motors for the first nine months this year are practically double those reported for the corresponding period of 1924, when net was \$37,416,413, or \$6.18 a share on the common. That net in the third 1925 quarter alone, normally considered by the industry a period of receding earnings, is estimated at about two-thirds of this total, indicates clearly the marked prosperity which has developed during the past year. The current prosperity of General Motors offers decided contrast to previous booms, which have usually developed weak spots not apparent at this time.

Extra of \$3 Possible

With a sound basis under it, the phenomenal prosperity of General Motors Corporation and its strong cash position warrant the expectation of a liberal distribution on the common when directors meet in November. Those who are expecting as high as \$3 extra, in addition to the regular quarterly \$1.50 on the common, point out that total payments of \$10 a share on this issue would bear about the same proportion to estimated earnings of upward of \$15 a share this year as the \$4.85 paid in 1924 bore to earnings of \$7.37 last year. Therefore such a payment would be in line with the conservative dividend policy of the past.

EATON AXLE & SPRING TREBLES ITS EARNINGS

New York, Oct. 15.—Eaton Axle and Spring Company reports for the nine months ended September 30, 1925, net profit of \$605,641 after expenses, interest, etc., comparing with \$212,309 in the first nine months of last year.

Net profit for the third quarter this year was \$200,066, against loss of \$35,153 in the third quarter of 1924.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925	High	Low	Div.	Symbol	Sales	High	Low	Close	Net Change
15 1/2	47	3	3	Advance Rumely	300	58 1/2	55	55 1/2	+ 1 1/2
15 1/2	10	3	3	Ajax Rubber	1,600	88 1/2	87	87 1/2	+ 1/2
91	71 1/2	6	6	Alfa-Chalmers	800	37 1/2	36 1/2	37 1/2	+ 1/2
54 1/2	26 1/2	1.50	1.50	Am. Bosch Magneto	1,000	28 1/2	28	28 1/2	+ 1/2
44 1/2	27 1/2	3	3	Briggs Motor Co.	700	38	37 1/2	37 1/2	+ 1/2
39 1/2	27 1/2	3	3	Chandler Motor	5,400	193 1/2	191	192 1/2	+ 1/2
200	108 1/2	8	8	Chrysler Motor	5,400	107 1/2	106 1/2	107 1/2	+ 1/2
109 1/2	100 1/2	80	80	Continental Motors	58,900	12 1/2	11 1/2	12 1/2	+ 1/2
11 1/2	8 1/2	7	7	Dodge Bros. A.	39,400	44 1/2	42 1/2	43 1/2	+ 1/2
44 1/2	21 1/2	4	4	Dodge Bros. B.	3,700	88 1/2	88 1/2	88 1/2	+ 1/2
89	73 1/2	4	4	Electric Star Battery	6,700	71 1/2	69 1/2	69 1/2	+ 1/2
71 1/2	60 1/2	4	4	Emerson Brant	100	4	4	4	+ 1/2
197 1/2	60 1/2	7	7	Fisher Body	2,300	107 1/2	105 1/2	106 1/2	+ 1/2
28 1/2	10 1/2	2.50	2.50	Fisk Rubber	9,300	26 1/2	25 1/2	25 1/2	+ 1/2
114 1/2	75 1/2	7	7	Fisk Rubber 1st pf.	200	111 1/2	111 1/2	111 1/2	+ 1/2
37 1/2	28 1/2	2.50	2.50	Gabriel Snubbers	8,700	38	36 1/2	38	+ 1/2
16 1/2	4 1/2	1	1	Gardner Motors	300	9 1/2	9 1/2	9 1/2	+ 1/2
129 1/2	64 1/2	7b	7b	General Motors	21,500	120 1/2	118 1/2	120 1/2	+ 1/2
98 1/2	88 1/2	6	6	General Motors 6a deb.	50	98 1/2	98 1/2	98 1/2	+ 1/2
114 1/2	102 1/2	7	7	General Motors 7a pf.	400	113 1/2	112 1/2	112 1/2	+ 1/2
24 1/2	12 1/2	4	4	Glidden Co.	1,200	24	23 1/2	23 1/2	+ 1/2
70 1/2	36 1/2	4	4	Goodrich Tire	6,100	68 1/2	67 1/2	67 1/2	+ 1/2
100 1/2	92 1/2	7	7	Goodrich Tire pf.	200	100	100	100	+ 1/2
111 1/2	88 1/2	7	7	Goodyear Tire pf.	100	110 1/2	110 1/2	110 1/2	+ 1/2
108	103	8	8	Goodyear Tire pf.	100	107 1/2	107 1/2	107 1/2	+ 1/2
108	103	8	8	Goodyear Tire pf.	100	107 1/2	107 1/2	107 1/2	+ 1/2
47	30	3.50b	3.50b	Hayes Wheel	5,400	46 1/2	45 1/2	45 1/2	+ 1/2
98	33 1/2	3	3	Hudson Motors	11,300	93 1/2	92 1/2	92 1/2	+ 1/2
26 1/2	14 1/2	1	1	Hupp Motor	8,600	24 1/2	24 1/2	24 1/2	+ 1/2
24	13	1.50	1.50	Indian Motorcycle	400	20	19 1/2	20	+ 1/2
89	33 1/2	2	2	Indian Motorcycle pf.	100	93 1/2	93 1/2	93 1/2	+ 1/2
69 1/2	26 1/2	2	2	Jordan Motor	1,100	42 1/2	41 1/2	41 1/2	+ 1/2
21 1/2	12 1/2	1	1	Kelly-Springfield	1,200	17 1/2	17 1/2	17 1/2	+ 1/2
3 1/2	1 1/2	1	1	Keystone Tire	2,200	2 1/2	2 1/2	2 1/2	+ 1/2
19	11 1/2	6	6	Lee Rubber & Tire	500	15 1/2	15 1/2	15 1/2	+ 1/2
39 1/2	22 1/2	3	3	Mack Trucks	10,000	212 1/2	206 1/2	210 1/2	+ 1/2
44 1/2	22 1/2	3.50	3.50	Moore Motors	1,900	39	38 1/2	38 1/2	+ 1/2
35	18	2	2	Motometer	2,700	43 1/2	43 1/2	43 1/2	+ 1/2
21 1/2	13	2	2	Motor Wheel	2,600	34 1/2	33 1/2	33 1/2	+ 1/2
42 1/2	29	2.40d	2.40d	Mullins Body	400	17 1/2	17 1/2	17 1/2	+ 1/2
44 1/2	16	2	2	Murray Body	500	30	29 1/2	29 1/2	+ 1/2
47 1/2	17 1/2	1.40	1.40	Packard Motor Car	12,500	41 1/2	40 1/2	41 1/2	+ 1/2
45 1/2	10 1/2	1	1	Paige-Detroit Motor	6,200	26 1/2	26 1/2	26 1/2	+ 1/2
94	43	8	8	Pierce-Arrow	1,600	90 1/2	90 1/2	90 1/2	+ 1/2
18	8	1	1	Pierce-Arrow pf.	300	10	10	10	+ 1/2
26 1/2	15 1/2	5	5	Reynolds Spring	3,200	58 1/2	57 1/2	58 1/2	+ 1/2
84 1/2	55	5	5	Spicer Mfg. Co.	2,400	82 1/2	82 1/2	82 1/2	+ 1/2
86 1/2	61	6	6	Stewart-Warner Speed	2,100	88 1/2	86 1/2	87 1/2	+ 1/2
63 1/2	41 1/2	4b	4b	Studebaker	35,800	62 1/2	61 1/2	62 1/2	+ 1/2
58 1/2	37 1/2	4b	4b	Timken Roller Bear	13,600	55 1/2	53 1/2	53 1/2	+ 1/2
77 1/2	33 1/2	8	8	U. S. Rubber	21,300	75 1/2	73 1/2	73 1/2	+ 1/2
108 1/2	92 1/2	8	8	U. S. Rubber 1st pf.	200	108 1/2	108 1/2	108 1/2	+ 1/2
104 1/2	57 1/2	4	4	White Motor	9,000	96 1/2	95 1/2	95 1/2	+ 1/2
30 1/2	15 1/2	1	1	Willis-Overland	38,800	29 1/2	28 1/2	28 1/2	+ 1/2
113 1/2	72 1/2	1	1	Willis-Overland pf.	2,000	125 1/2	125 1/2	125 1/2	+ 1/2
32 1/2	16 1/2	1	1	Wright Aero	800	28 1/2	27 1/2	28 1/2	+ 1/2
48 1/2	33 1/2	2.52	2.52	Yellow T. & C.	5,800	26 1/2	26 1/2	26 1/2	+ 1/2
.....	7	7	Yellow T. & C. pf.	2,400	91 1/2	90 1/2	91 1/2	+ 1/2

NEW YORK CURB MARKET

Symbol	High	Low	Last
20 1/2	18	1.50	1.50
20 1/2	19 1/2
22 1/2	13
21 1/2	9 1/2
78	67	6	6
660	462	10	10
42 1/2	16 1/2
96	76	7	7
49	24 1/2
72 1/2	61 1/2	4	4
246	145	6	6
50	46 1/2
24 1/2	15 1/2	30	30
12 1/2	4 1/2
8 1/2	7 1/2
18 1/2	6 1/2
9 1/2	6 1/2
22	9

BOSTON

Symbol	High	Low	Last
10	69 1/2	69	69 1/2
325	47 1/2	47 1/2	47 1/2
4,000	12	11 1/2	11 1/2
200	23 1/2	23 1/2	23 1/2
1,100	23 1/2	23 1/2	23 1/2
4,600	82 1/2	82 1/2	82 1/2
500	90 1/2	90 1/2	90 1/2
320	90 1/2	90 1/2	90 1/2
200	48	48	48

CHICAGO

Symbol	High	Low	Last
325	47 1/2	47 1/2	47 1/2
4,000	12	11 1/2	11 1/2
200	23 1/2	23 1/2	23 1/2
1,100	23 1/2	23 1/2	23 1/2
4,600	82 1/2	82 1/2	82 1/2
500	90 1/2	90 1/2	90 1/2
320	90 1/2	90 1/2	90 1/2
200	48	48	48

DETROIT

Symbol	High	Low	Last
300	9 1/2	9 1/2	9 1/2
400	9 1/2	9 1/2	9 1/2
7,265	12 1/2	11 1/2	11 1/2

The above table shows Wednesday's stock movement, complete.

Current Commodity Prices

New York, Oct. 15.—Increased pressure of offerings, coupled with a slump in consumers' inquiry, has served to unsettle the rubber market to some extent, although there are no indications of any pronounced weakness. Most grades have declined from 1 to 2 cents a pound. In London prices remain firm.

Reviews of the steel industry emphasize the firmer price attitude taken by most manufacturers. This is attributed to heavier inquiries and increased operations.

Easier conditions are reported in the gasoline field, although there have been no further announcements of price reductions.

STEEL PRODUCTS

Symbol	High	Low	Last
10	69 1/2	69	69 1/2
325	47 1/2	47 1/2	47 1/2
4,000	12	11 1/2	11 1/2
200	23 1/2	23 1/2	23 1/2
1,100	23 1/2	23 1/2	23 1/2
4,600	82 1/2	82 1/2	82 1/2
500	90 1/2	90 1/2	90 1/2
320	90 1/2	90 1/2	90 1/2
200	48	48	48

IRON AND STEEL SCRAP

Symbol	High	Low	Last
10	69 1/2	69	69 1/2
325	47 1/2	47 1/2	47 1/2
4,000	12	11 1/2	11 1/2
200	23 1/2	23 1/2	23 1/2
1,100	23 1/2	23 1/2	23 1/2
4,600	82 1/2	82 1/2	82 1/2
500	90 1/2	90 1/2	90 1/2
320	90 1/2	90 1/2	90 1/2
200	48	48	48

MILL PRODUCTS

Symbol	High	Low	Last
10	69 1/2	69	69 1/2
325	47 1/2	47 1/2	47 1/2
4,000	12	11 1/2	11 1/2
200	23 1/2	23 1/2	23 1/2
1,100	23 1/2	23 1/2	23 1/2
4,600	82 1/2	82 1/2	82 1/2
500	90 1/2	90 1/2	90 1/2
320	90 1/2	90 1/2	90 1/2
200	48	48	48

SEAMLESS TUBING

Symbol	High	Low	Last
10	69 1/2	69	69 1/2
325	47 1/2	47 1/2	47 1/2
4,000	12	11 1/2	11 1/2
200	23 1/2	23 1/2	23 1/2
1,100	23 1/2	23 1/2	23 1/2
4,600	82 1/2	82 1/2	82 1/2
500	90 1/2	90 1/2	90 1/2
320	90 1/2	90 1/2	90 1/2
200	48	48	48

RODS

Symbol	High	Low	Last
10	69 1/2	69	69 1/2
325	47 1/2	47 1/2	47 1/2
4,000	12	11 1/2	11 1/2
200	23 1/2	23 1/2	23 1/2
1,100	23 1/2	23 1/2	23 1/2
4,600	82 1/2	82 1/2	82 1/2
500	90 1/2	90 1/2	90 1/2
320	90 1/2	90 1/2	90 1/2
200	48	48	48

OLD METALS

Symbol	High	Low	Last
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WACO DEALERS REPORT FAVORABLE BUSINESS

Waco, Tex., Oct. 15.—With sales for the year far ahead of last fall, sales for the week showing a steady increase over past weeks, and the month's business showing a favorable increase over this month last year, a booming fall over most of its territory is predicted by the Hicks Rubber Company, headquarters of which is in this city. The opinion is concurred in by other large local tire distributors.

Percentage of sales in balloon tires ranges from 10 to 33 per cent. High pressure pneumatics make up the remainder of sales, or an average of about 75 per cent of the whole.

BUYS DAYANITE GARAGE
San Pedro, Cal., Oct. 15.—Harry P. Starr, operator of the Central Garage of San Pedro, has purchased the interests of the Dayanite Garage of Wilmington, the adjacent city to San Pedro. The new garage will be under the management of Gordon F. Kendrick.

HARVEY APPOINTED

Buffalo, N. Y., Oct. 15.—The Enterprise Oil Company, Buffalo, has appointed L. H. Harvey advertising manager. Mr. Harvey was formerly connected with the advertising departments of Pratt & Lambert, Beaver Board and Pierce-Arrow.

GASOLINE DEALERS SEEK UNIFORM CLOSING HOUR

Santa Ana, Cal., Oct. 15.—The Northern Orange County Gasoline Dealers' Association has been organized here for the purpose of bringing about uniform closing hours for service stations operated both by independent and the big oil companies, according to an announcement of Clifford Crawford, of Anaheim, secretary of the organization.

Mr. Crawford stated that 7 o'clock was being urged as the closing hour, but that nothing definite has yet been decided by the dealers.

WISCONSIN AXLES

Wisconsin axles are known and recognized as standard throughout the world. Used under more than one hundred different makes of trucks, busses, coaches, railcars and tractors.

Bevel Gear, Double Reduction and Worm Drive
Full-Floating, Semi-Floating
WISCONSIN PARTS CO., Oshkosh, Wis.

NEW COMMERCIAL CAR REGISTRATIONS FOR WEEK ENDED OCTOBER 3

The following table gives weekly commercial car registration figures in states where they are available.

States	Acme	Autocar	Brockway	Chev-rollet	Com-merce	Diamond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	Inter-national	Mack	Mason	Overland	Pierce-Arrow	Reo	Republic	Ruzgies	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States
Arkansas				10			7	1	3	143		1	6				1	2	1				1				2		178	Arkansas
Kansas								2		41		1	3					1									6		54	Kansas
Louisiana				8		6		3		115			1				2	1	1								1		138	Louisiana
Maryland		3		12			6	3		61			9	3					5		1	1					8		112	Maryland
Nebraska				1				3	1	34		1	2																42	Nebraska
N. Hampshire		1		1						14		1	2					1	2										22	N. Hampshire
N. Carolina				9			7	6		87		8	3	3						1	1						3		128	N. Carolina
N. Dakota				30						73			1																104	N. Dakota
Oregon				1				2		23		2		2													5	2	37	Oregon
Rhode Isl.				2			5	4	2	12			1					1	7								4	4	42	Rhode Island
S. Carolina				3				1		97										4									106	S. Carolina
Texas				13			3	3	2	204			3	1					1	1							2		233	Texas
Utah				1			6	1		16			2										1			1			28	Utah
Wash'gton	1			2			4	1		42	1	1					1	3						1			1	6	64	Washington
W. Virginia				5			8	8	11	41		2	2				2	2		1									82	W. Virginia
Wyoming				6			7	1		34		1	1	1					1							1	1	1	55	Wyoming

LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS

The figures shown in this table are for September, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

States	Acme	Autocar	Brockway	Chev- rolet	Com- merce	Diamond-T	Dodge	Dodge- Graham	Federal	Ford	Garford	G. M. C.	Inter- national	Mack	Mason	Overland	Pierce- Arrow	Reo	Republic	Ruzgus	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscel- laneous	Totals	States	
Alabama							1	1		46																	1		49	Alabama	
*Arizona				9			16	7	1	53			6				4	1	2				1				1	4	105	Arizona	
Arkansas				14			7		4	329			4						1	4			1				3	3	370	Arkansas	
*California		14		76			211	179	35	728	5	34	33	47	3	7	9	66	5	1			22	7	2		46	131	1661	California	
*Colorado				30			3	14	1	282		3	6	4			1		6	2		1				1	3	12	369	Colorado	
*Con'ticut	1	2	7	35			73	26	21	335		11	6	36	1	4	5	61	1	1	2		4				24	24	680	Connecticut	
Delaware		2		6			1	4		86		1				1		9									2		112	Delaware	
*Florida				19			35	54	17	1069		2	51	42		6		32	4	32							12	44	1419	Florida	
*Georgia				3			18	3	4	442			8	11				11									11	29	540	Georgia	
*Idaho				37			14	8		200		5	3	3				8									5	2	285	Idaho	
Illinois		15		80		51	101	41	14	786	5	16	63	41		6	2	60	1			1	3	5	3		38	116	1460	Illinois	
*Indiana		1		54	1		43	29	9	991		14	65	19		6		28				7			3	6	8	47	1331	Indiana	
*Iowa				49		1	22	26	5	450		2	64	10		1		23	1		3						1	18	675	Iowa	
Kansas				1	31		1	22	9	331		1	22			2		8	2								3	11	445	Kansas	
*Kentucky				18			23	19	1	283		4	13	6		5		11	2			2	1			1	7	26	417	Kentucky	
Louisiana																														Louisiana	
*Maine				1	23		17	16	2	148			2	2					21									6	238	Maine	
Maryland		2	10	5	27	1	18	10	10	212		6	22	11		2		13	2	1	1	2	1				23	4	383	Maryland	
*Mass'etts		5	35	12	30		1	90	29	14	741	2	11	36	45	12	9	17	108		2	3		3	9	7		47	43	1312	Massachusetts
*Michigan		2	5		30	2		34	36	30	769		8	23	12	1	6	2	52	3	5			12				12	87	1125	Michigan
*Minnesota				70			38	61	9	1016	4	7	75	15			9	3	33	2						2	16	8	1368	Minnesota	
*Missouri			1	41		7	17	48	15	779	2	8	30	3		15	1	14	2					1	2		29	37	1053	Missouri	
Montana				14			13	8		197			7	3			3		6									4	4	259	Montana
*Nebraska				11			10	6		350		9	18	1		3	2	6	1				1					5	5	428	Nebraska
*N. Hamp.		1	1	7			8	2		68			4	4			1		8									2	5	111	N. Hampshire
New Jersey																															New Jersey
New Mexico				4			10	1		73			2						2				3				1		96	New Mexico	
*New York	7	61	84	158	8	13	245	70	33	1755	5	24	96	146		24	22	127	5		47	1	15	9	22		116	103	3198	New York	
N. Carolina																															N. Carolina
*N. Dakota				39			3	10	1	695			36						5									1	790	N. Dakota	
*Ohio	4	2	3	65	1	1	50	32	11	928	1	9	41	39		10	6	44	6				2		2	4	67	47	1375	Ohio	
*Oklahoma				17			22	12	4	719	1	5	8	10					8	3								31	1	841	Oklahoma
*Oregon				6			16	11	233	1	13	8	23						7	1								14	18	351	Oregon
Pennsylv.	10	73	21	184	4	4	162	132	37	861	17	20	60	98	7	43	14	123	7		2	1	5	16	14	1	108	94	2122	Pennsylvania	
*Rh. Island			9	4			23	9	4	88		2	6	8			1	3	9	1								9	1	177	Rhode Island
*S. Carolina				4			3	8		236		1	4						1										257	S. Carolina	
S. Dakota																															S. Dakota
*Texas																															Texas
*Utah				9			13	8		70			12	2					5				1					2	4	126	Utah
*Virginia		2	3	21	26		19	19		396	5		13	13			1		4	4	1					3	1	10	17	558	Virginia
*Wash'ton				32			28	13	1	439		10	11	7			2		7	7	1		1					9	16	586	Washington
W. V'ginia	1	11		22	1	1	32	24	12	196	1	4	23	4		3		9	3	4			1	2			4	14	373	W. Virginia	
Wisconsin				58	1	11	37	24	9	359	1		21	10		6		24					2	6	3	2	8	25	602	Wisconsin	
Wyoming				8			12	5		37			2						6				1					1	3	75	Wyoming
*Dis. of C.		2		5			6	2		71		1	4	2			1	3	5									8	9	119	Dist. of Col.

*Registration for month of August.

PARTS SALES IN RURAL DISTRICTS HOLD THEIR OWN

ATLANTA, Ga., Oct. 15 (U. T. P. S.).—Continued active buying by the retail dealer trades in the southeastern territory during the first ten days of October is reported by the accessory and equipment wholesalers in Atlanta.

They state that the volume of sales during the early part of the month was as heavy as any ten-day period for the early fall in the past three or four years. Hence it is apparent that the retail dealers themselves are very confident that they are going to enjoy a particularly brisk fall season in accessory and equipment lines, for present stocks in the hands of the retail dealer trades are fully as large as they have been at any time in the past four or five years at this season, and much larger than they normally are at this time.

Parts business also has been unusually active the past two weeks, according to Atlanta jobbers, the fact that automotive and truck sales throughout the district have been larger the past summer than in some years giving promise that parts business also will continue very brisk through the fall and early winter months.

It is interesting to note that accessory sales to dealers in the smaller towns and communities depending largely for their volume on the patronage of rural customers and farmers have been proportionately larger, considering the size of the dealer organization, than they have been to dealers in larger cities, indicating that the sales to farmers this fall and winter are going to be particularly good.

COLD WEATHER HELPS

Canton, O., Oct. 15.—The premature cold snap which descended on eastern Ohio without warning last week, resulted in heavy accessories sales, a survey of the larger stores late Saturday disclosed.

Demand for most everything necessary to a car in winter weather was reported by dealers, who said hood covers, blankets, denatured alcohol, windshield wipers, automatics, new curtains for open cars and batteries were best sellers the week end.

The renewed buying activity was welcomed by the majority of stores, since the accessory business this fall has been very spotty and due to the absence of new practical accessories, volume is said to have dropped below that of previous years.

Accessory News

IN LARGER QUARTERS

Buffalo, N. Y., Oct. 15.—The Unit Parts Corporation, now located at 1013 Main St., will move to 1487 Main St., where it will occupy the entire building, giving it approximately 7,000 square feet. Extensive alterations in the building will be made.

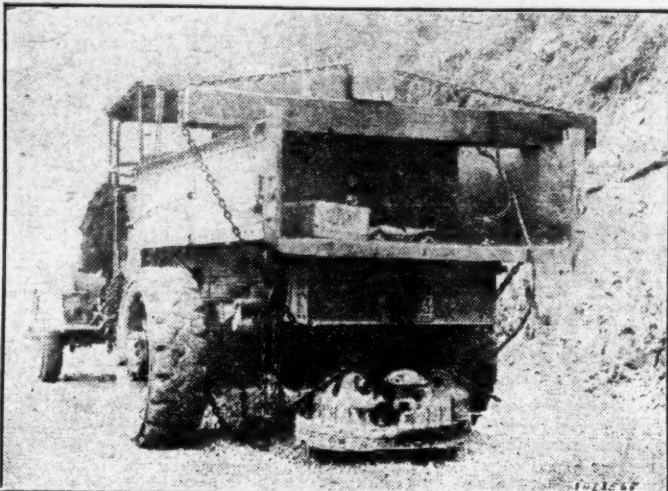
BUSINESS BETTER

Seattle, Wash., Oct. 15 (U. T. P. S.).—At the Seattle branch of Sears, Roebuck & Co. officials reported that their retail automobile accessory business, which has been established for some time, is showing an increase over the previous year's business.

TO CARRY ACCESSORIES

Asheville, N. C., Oct. 15.—Dick Meehan, for several years connected with the parts department of the Western Carolina Auto Company, has resigned to devote his time to the operation of a general garage at Biltmore. Mr. Meehan has purchased the stock of Madden's garage, and will carry a full line of accessories and tires as well as conducting the garage business.

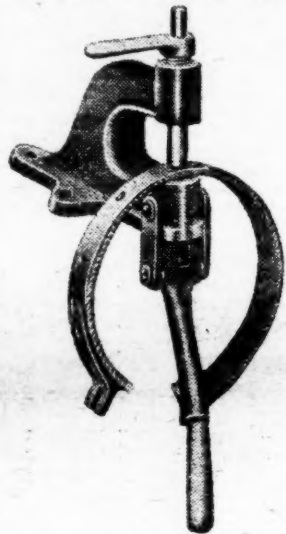
MAGNET AIDS BETTER ROADS PROGRAM—This thirty-six-pound lifting magnet suspended from truck picked up 603 pounds of nails, bolts, scrap iron, etc., along a seven-mile stretch of Yellowstone Trail. It was actuated by seventy-two cells of storage battery current.



Underwood & Underwood.

Shop Equipment

BEAR AUTOMATIC RIVETER



A new riveting machine, the Bear Automatic Riveter, has been brought out by the Bear Manufacturing Company, Rock Island, Ill. It performs three operations at once, punches the brake lining, inserts the rivet, and countersinks it.

In operation, the brake band with its new lining is set in place; pushing down the lever completes the three operations. Then the rivet is headed with a couple of hammer blows. Time for each rivet is said to be only 5 to 10 seconds.

A remover punch is supplied with each riveter to knock out the old rivets and clean the band holes. Each riveter is packed individually and comes ready to use after being bolted to the work bench. Its weight is 15 pounds. Price, \$19.50.

TO HANDLE WESTINGHOUSE IN BOTH CAROLINAS

Charlotte, N. C., Oct. 15.—Distribution of Westinghouse storage batteries in North Carolina and South Carolina has been taken over by the Allston-Russell Company, a newly organized Charlotte concern. The retail department also will handle Mason tires. R. W. Allston formerly was the owner of the Allston Battery and Tire Company of Charlotte, which company was absorbed by the new concern when Mr. Allston joined with E. H. Russell, until recently Southeastern district sales manager for the Westinghouse organization.

CO-OPERATIVE CLASSES

Youngstown, O., Oct. 15.—T. E. Jones, vocational director of the public schools, and Edgar Evans, secretary of the Youngstown Auto Dealers' Association, announce co-operative classes in automobile mechanics modeled after the Modesta Vocational School courses in California.

MANY MARTS FOR U. S. PRODUCTS

Special from A. D. N. Washington Bureau Washington, D. C., Oct. 15.—Beyond the horizon lie many markets for American automotive products. These offerings are held out by the Department of Commerce drawn from the trade envoys abroad. The numbers prefixed to the trade opportunities listed below refer to confidential information regarding the particular inquiries which are mailed to the district offices of the Bureau of Foreign and Domestic Commerce.

Purchasers

CANARY ISLANDS: 17349—Automobile accessories and parts. 17269—Sun shields, celluloid for use on windshields.

17349—Ball bearings, steel and rollers.

LATVIA: 17267—Engines, kerosene, 3-10 horsepower, and horse plows.

17267—Engines, motor.

SPAIN: 17315—Fasteners and tacks, automobile and carriage curtains.

17361—Leather cloth for automobile and carriage tops.

Agents

ANGOLA: 17312—Gasoline, kerosene and lubricating oils.

GERMANY: 17327—Automobile accessories, equipment and novelties.

17325—Machine tools for machinery building, automobile factories and electrical plants.

17323—Machine tools specialized for automobile industry.

GAS STATIONS MUST PAY FEE IN HADDONFIELD

Haddonfield, N. J., Oct. 15 (U. T. P. S.).—Gasoline stations will be taxed \$25 annually as a license fee as the result of an ordinance passed by the borough commissioners. Before granting a license, the proprietors will be required to furnish a written description of the location of gas tanks in relation to fire bugs and inflammable material and buildings near by. Violation of the ordinance is punishable by a fine of \$100 or a sentence of thirty days in jail, or both.

Equipment News

COUNTERSUNK SCREWS

New Bedford, Mass., Oct. 15.—The Continental Wood Screw Company announces that it is now producing oval countersunk brass finishing screws (with or without countersunk washer) in an assortment of finishes intended to match upholstery or interior wood finish. These are being used extensively by some of the large body manufacturers in an ebony finish. Catalogues are furnished on request.

Six Accessories Enjoy Official U. S. Recognition

CLEVELAND, O., Oct. 15.—Non-skid chains, brakes, horns, lights, mufflers and rear view mirrors for commercial vehicles are the only automobile accessories recognized by recent laws in the various motor vehicle codes, according to a recent survey.

Bonded Garage System Spreads Through U. S.

Des Moines, Ia., Oct. 15.—H. E. Kellogg, Western division manager of the A-1 Bonded Garage System, announced this week that Iowa garages are being organized under the system, which has been formulated after two years practical investigation of the garage system and its relation to the public. The American system, it is said, is an adaptation of the Royal Automobile Club of England and the Touring Club of France, and will operate through 30,000 garages in this country. A 24-hour service and 100-mile radius guarantee under Lloyds insurance policy are features of the plan.

New Accessories

HUSKY RATCHET SET



Husky Wrench Company, 928 Sixteenth Ave., Milwaukee, has announced a new ratchet set for car owners, known as No. 55 Husky Handy Ratchet Set. With this tool the proper wrench for any minor job is instantly available, since the set can be kept in the side pocket of the car. This is possible because the six sockets, from 1/2 in. to 3/4 in. hex and one 7 in. extension, can be slipped into the hollow handle of the 9 in. long ratchet, making a very compact arrangement.

The tool is made of selected steel, carefully hardened, and the ratchet reverses by means of a push-through plug. It is finished in polished nickel.

The set is supplied, if desired, in Christmas wrapping and six are packed in a display box. Price, \$3.

BLACK-BECKER MOVE OFFICES TO TORONTO

Toronto, Can., Oct. 15 (U. T. P. S.).—Black & Becker Manufacturing Company, manufacturer of drills, valve refacement tools and general automotive and industrial machine supplies, has moved its sales and executive offices from Montreal to Toronto. The sales manager, who will continue to supervise Ontario territory, is R. W. Somerville. The western territory will be taken in charge by W. E. Rapz, who was formerly connected with the Ontario territory. His headquarters will be in Calgary, Alberta. The Montreal and eastern territory will be in charge of H. E. Qua, with headquarters in Montreal. The factory still remains at Montreal.

FOR SUNDAY CLOSING

Knoxville, Tenn., Oct. 15.—Campaign to close Knoxville garages and filling stations on Sunday has been launched by the Knoxville Ministers' Association. The ministers have circulated a petition among the filling station and garage men. It is understood many of them agreed to close, provided all the remainder will.

BACK AT DESK

Salt Lake City, Utah, Oct. 15.—John F. Bennett, president and general manager of the Bennett Oil and Gas Company, operating the big yellow service stations, is at his desk again, after an illness of several months.

Despite deviations in phraseology, disclosed by the survey, it is observed that the intent and purpose of practically all of the legislation on these subjects is in harmony with the national traffic code suggested to legislatures by the Hoover Conference on Street and Highway Safety.

The necessity for standards in braking power for all vehicles is recognized and covered adequately by state codes as is the case, with a few exceptions, of statutes regulating headlights, tail lights and mufflers. Several state codes elaborate on the use of the horn, particularly in respect to pedestrians approached from the rear.

The rear view mirror as a safety device on all commercial vehicles, particularly trucks, now enjoys official standing and is also required by the majority of states.

HOUE PRODUCTION IN 45 PER CENT. INCREASE

Buffalo, Oct. 15.—The Houde Engineering Company, this city, reports capacity production in all departments, with an ever increasing demand for its products in the accessory field.

The Houde company production of Scully spring protectors in the three months ended September 30 was 45 per cent. greater than in the same quarter of last year, officials report. Production of Houde shock absorbers for the first eight months of 1925 showed an increase of 35 per cent. over production for the same period last year, they claim.

WASHINGTON'S LICENSE BUSINESS INCREASING

Olympia, Wash., Oct. 15.—Since the half-rate fee for automobile licenses became effective this year the increase over 1924 business has steadily grown larger, according to C. R. Maybury, state license director. Last week the figures showed a gain of 4,000 over the same two months period in 1924. A 10 per cent. increase in the number of motor vehicle licenses was predicted for this year and Director Maybury's summary on October 1 showed that less than 6,000 more licenses remained to be issued to insure this increase.



Standard Equipment
on
Locomobile
Lincoln
Flint
Marmon
Sterling Knight

Rawlings Company
of America, Ltd.

1819 Broadway, New York

OHIO BUS OWNERS IN CONVENTION

Legislation to Regulate Interstate Traffic Chief Topic

CLEVELAND, O., Oct. 15. —Legislation to regulate interstate bus traffic coming before the next session of Congress is the principal topic at the convention of the Ohio Bus Owners' Association yesterday and today at Hotel Winton.

The legislation originally was proposed by the railroads, according to R. W. Sanborn, Cleveland attorney and president of the association, but it will not be opposed by the bus operators if they believe it fair.

The need for interstate regulation has become apparent, Sanborn said, with the recent development of the industry. He believes, however, that the regulation should be by agreement among public utilities commissions of affected states and should be delegated to the Interstate Commerce Commission only when the states cannot agree.

Of the 300 bus lines in Ohio, about thirty cross the borders of neighboring states. Two interstate lines, one to Meadville, Pa., and the other to Erie, have their terminals in Cleveland.

Affiliation with the National Motor Bus Association also is to be considered by the convention. The move has been approved by the board of governors of the Ohio board.

Among the speakers at the convention are Thad H. Brown, secretary of state; State Representative Samuel Lipp of Cincinnati, author of the Lipp automobile law and leader of the fight in the last legislature against the Collister-Kruger home rule bus bill; State Senator L. G. Collister, Theodore R. Dahl, vice-president of the White Motor Company; H. H. Moore, vice-president of the Cleveland - Warren - Youngstown Stage Company, and others.

Yesterday the delegates visited the White Motor Company plant and this afternoon they were to make a tour of inspection of five body plants here. The convention will close with a banquet tonight at the Hotel Statler.

New Log Carrier Handles 15 Tons

Portland, Ore., Oct. 15 (U. T. P. S.).—Equipped with a Fordson tractor as the power unit, and capable of carrying fifteen tons of logs, or approximately 4,000 board feet of lumber, a specially designed vehicle, manufactured by A. H. Steeples of Seattle is being operated in greater numbers in the woods of the Northwest.

The carrier, which is in effect a hauler, equipped with a heavy duty trailer, carries its load equally on four wheels and power is supplied from the center wheels. The machine is regarded as an excellent means of getting logs of all sizes that are almost inaccessible to outfits using less mobile machinery. All of these machines are equipped with Firestone double-traction tires. The hauler is built entirely of steel and when empty will easily climb a 40 per cent. grade.

LA FORGE APPOINTED

Cincinnati, O., Oct. 15.—H. G. LaForge has been appointed division sales manager for the United States Motor Truck Company here, according to an announcement by E. T. Herbig, general sales manager. Mr. LaForge comes to the U. S. Truck Company from the Pacific Coast, where he had been in the Service and Gotfredson companies for many years. He will have charge of the state of Indiana.

Fifty Trucks Used in Building New City in Dunes

Atlantic City, N. J., Oct. 15 (U. T. P. S.).—Motor trucks are building a city on 4,000 acres of sand dunes at Brigantine Beach, near here. They furnish the only means of transportation over a bridge to what was formerly an island across Absecon Inlet.

Fifty White trucks are being used. They are bringing materials to build thirty miles of streets. Gravel is being hauled from Pleasantville, requiring a round trip of twenty-five miles. Each day witnesses the loading, hauling and unloading of from 1,200 to 1,500 tons of gravel. Some idea of the undertaking can be grasped when it is realized that more than 155,000 tons will be required.

The new bridge puts Brigantine within fifteen minutes of Atlantic City by automobile. Formerly boats were used by persons who resided on the island when they wished to reach the mainland.

MANY LINES GET PERMITS IN IND.

Indianapolis, Oct. 15 (U. T. P. S.).—The Indiana Public Service Commission shows in a report just issued that since spring, when the new truck and bus law for commission rule went into effect, the commission has issued certificates of convenience and necessity to 265 bus lines and to eighty-six "property" or truck transportation concerns. Besides this, about seventy of the bus certificates permit the bus companies to haul "passengers and property," but in practically all cases these "property" permits are for light express hauled in the buses themselves. A number of newspapers have bundles of papers shipped to small towns by bus.

There were other permits given during the six months, but the figures show the number of transportation companies in actual operation on October 1. Several bus and truck line certificates had been revoked before this date. In granting permits the commission has not made it a rule to grant monopolies. On some highways several bus and truck lines have been given permits in spite of big battles in hearings from those who asked for monopoly rights.

Another series of conflicts between the commission and the operators, unless the commission changes its latest rule, demands that all concerns holding certificates shall set up a monthly 2½ per cent. depreciation fund based on actual first cost of the bus or truck, which shall be enviable and not used for anything but purchase of new equipment. Commission accountants examining books of operators find that many have not set aside such a fund. Some bus men claim that not 10 per cent. have done so. They seem anxious to fight the commission, claiming this is an unjust rule and one that the industry cannot stand. A date is to be set by the commission to hear informal remarks on this phase of the business as stated by bus representatives. Meantime the commission has warned those caught without the fund to appear this month and show cause why their permits should not be revoked.

HOURLY BUS SERVICE

New York City, Oct. 15.—Automobile passenger service between the Oranges and New York city is under way with ten de luxe coach express cars. Service is hourly, the last bus leaving New York at 1 a. m. to take care of the theater crowd. The new line is operated by the Pierce Coach Corporation, which inaugurated the first New York-Philadelphia service. The buses carry thirty passengers each.

NEW TYPE LIGHT MOTOR BUS, mounted on one-ton Chevrolet truck chassis, to sell for less than \$1,200. Built by Wayne Body Works, Wayne, Ind., for A. H. Goodman, manager of the Chevrolet retail store in Detroit.



Makes New Style Light Motor Bus

Special from A. D. N. Detroit Bureau
Detroit, Oct. 15.—A. H. Goodman, manager of the Chevrolet Motor Company retail store, General Motors Building, has interested himself in the development of a new type of light motor bus, which appears to have a wide range of applications. A picture of the bus is shown above.

The body, which, in the case of the first bus completed, has been built by the Wayne Body Works, Wayne, Ind., has a carrying capacity of thirty children. It is now in service for the United Hebrew Schools of Detroit, carrying school children to and from their homes.

This school bus is mounted on the new improved one-ton Chevrolet truck chassis, recently announced, which thus finds a new field. The bus complete, Mr. Goodman thinks, can be delivered at a price of less than \$1,200, which, he says, will make it the lowest priced omnibus in the market.

"Buses of this type," says Mr. Goodman, "are obviously well adapted for the rapid transfer of passengers from one point to another. They should have a large field in carrying prospective purchasers of real estate to and from subdivisions. They should also find a wide field in municipal and suburban operation."

Bus Activities

PETITION APPROVED

Salt Lake City, Utah, Oct. 15.—Federal Judge Tillman D. Johnson has approved the application of receivers for the Salt Lake and Utah Railroad (Orem Line) who desire to establish a bus line between this city and Tooele, county seat of Tooele county.

SERVICE EXTENDED

Rock Island, Ill., Oct. 15.—The Rock Island-Aledo Motor Bus Company, of which William F. Hendricks is president, has extended its service from Aledo to Monmouth, covering a through route of fifty-four miles. The trip is made in 2 hours and 54 minutes.

COURT HALTS COMMISSION

Des Moines, Ia., Oct. 15.—J. E. Meyer, district judge, has issued a restraining order against the state Railroad Commission staying the cancellation of motor bus licenses granted L. C. Pantages of Ames and covering bus lines operating between Ames and Nevada, Nevada and Des Moines, Boone and Waterloo and Marshalltown and Grundy Center.

EMPLOYEES HAVE DINNER

Danville, Ill., Oct. 15.—Employees of the Purple Coach Motor Bus line, an amalgamation of half a dozen independent bus routes out of this city, were entertained at dinner last week at Lincoln hotel, inaugurating a series of monthly dinners and get-together meetings. Paul Dittmar, Chicago, general manager, and John Sink, Danville, transportation manager, were speakers and C. F. Meely, Chicago, an inspector, who has been traveling the routes unknown to the drivers, discussed the results of his experiences.

Motor Lines in Texas to Be Listed

Austin, Tex., Oct. 15 (U. T. P. S.).—Preliminary to taking up its new duties of fixing rates for motor truck and bus lines that do an express business, the Railroad Commission will hold conferences with a number of railroad traffic officials and other persons connected with the business of transporting express matter between points in Texas.

Up to this time no complete or comprehensive list of motor truck and bus lines in this state has been compiled. This will be one of the first things to receive the attention of the commission, it is stated. The fixing of rate schedules for these lines, so as to place them somewhat on a parity with charges made by railroads, will prove an intricate job, it is expected. In some instances the question of what are freight and what are express lines will have to be determined. It is not contemplated at this time to assume jurisdiction over the freight lines, it is stated.

TRUCK LICENSES CAUSE MINN.-IOWA WARFARE

Des Moines, Ia., Oct. 15 (U. T. P. S.).—Border warfare is being waged between Iowa and Minnesota Highway Commission officials. Iowa inspectors of the state automobile departments are scattered along the Iowa-Minnesota border to force all operators of trucks bearing Minnesota licenses entering Iowa to purchase Iowa licenses.

Minnesota officials have held for some time that even farm trucks crossing into their state must bear a Minnesota license. Iowa officials who failed to secure a reciprocity agreement against them are now retaliating.

CHARLES WOODS NOW WITH INTERNATIONAL TRUCK

Decatur, Ill., Oct. 15.—Charles G. Woods, master mechanic for the Decatur Street Railway Company, left that concern after twenty-six years' service to become associated with the International Motor Company, handling sales and distribution of its trucks and buses in forty-one northern Illinois counties. His headquarters will continue in Decatur. His work in the traction plant gave him sound knowledge of the Mack trucks, which are used in the Decatur bus system. Mr. Woods will continue his interest in the Woods Fare Box Company, a manufacturing concern producing street car and bus fare receivers.

TRUCK BRANCH MANAGER

Pittsburgh, Oct. 15.—William T. De Lozier has been appointed branch manager of Indiana Motor Trucks in the Pittsburgh territory, according to announcement just made. For the past twelve years he had been sales manager for the Lange Motor Truck Company, also of this city. De Lozier has made a record for himself in the truck field.

TRACTOR BUSINESS SOLD

Minonk, Ill., Oct. 15.—Davison and Livingston have sold their tractor business in this city to Frank B. Hiff, the former owner, who sold out in January, 1924.

ERIE R. R. FEELS BUS COMPETITION

Reduction of Passenger Train Service Is Contemplated

NEW YORK, Oct. 15.—The Erie Railroad contemplates the reduction of its passenger train service over lines running into the Jersey City terminal from Paterson and Hackensack, it was learned yesterday.

Competition offered by motor bus companies running into New York from those points which has cut down passenger traffic over those lines was given as the reason.

R. H. Wallace, general passenger agent, and a representative of the company's counsel already have appeared before the Hackensack Improvement Commission in an effort to curtail the issuance of franchises to the bus lines. Similar steps are proposed in other communities, it is said.

Other railroad companies operating in New Jersey and feeding New York are said to be interested in the steps already taken by the Erie and have begun correspondence with officials of the Erie. A large public service corporation in New Jersey has applied to the New Jersey Bridge and Tunnel Commission for a decision as to how the new bus companies are to be considered when the vehicular tunnel under the Hudson River into New York opens next year.

The laws of New York and New Jersey provide that vehicles operated by public service corporations shall not be allowed to enter the tunnel. Morris M. Frohlich, secretary of the New York commission, said yesterday that numerous requests had been received for franchises to operate luxurious buses through the tunnel. All have been refused.

MILWAUKEE R. R. WILL FIGHT IOWA BUS LINES

Des Moines, Ia., Oct. 15.—The Chicago, Milwaukee & St. Paul Railroad, which a fortnight ago opened a battle against motor buses, will extend the fight to every part of Iowa in which its lines operate. H. W. Warren, district passenger agent in this city, says.

"So successful has been our competition against the buses since we inaugurated lower rates and improved service that we will soon institute similar competition throughout our entire system," he continues. "Plans are not entirely perfected, but have advanced so far that we are certain all the railroads of Iowa are standing together in the war on the buses."

The plan is to annihilate the buses as competition to the railroad, Mr. Warren said, and to this end lower rates, competitive lines and improved service are being arranged.

"The buses may have a real service as supplementary and augmentary to that of the railroads, but as competitors to the service they are doomed," he said. He predicted an entire reorganization of the state transportation system, with better and cheaper service and the buses relegated to the place of mere "feeders" to the rail systems.

APPLICATION FOR BUS LINE IN WASH. DENIED

Olympia, Wash., Oct. 15.—Application of B. Krakenberger and Richard Rinne for a certificate of public convenience and necessity to furnish through passenger and express service by motor vehicle between Seattle, Aberdeen, Hoquiam and intermediate points has been denied by the Washington State Department of Public Works.

Applicants sought to make four round trips daily between Seattle, Hoquiam and intermediate points. In denying the application the department held that passenger and express service now being rendered between these points was entirely adequate.

TIRE BUSINESS IN OHIO CAPITAL REPORTED GOOD

COLUMBUS, Ohio, Oct. 15 (U. T. P. S.).—In spite of the fact that there have been several price increases recently in tires of all sizes, dealers in the Buckeye capital are enjoying a nice business.

They report sales for the week about 10 per cent. over those of the week before and comparing October so far of this year with a similar period in 1924, sales have increased about 25 per cent.

Balloon tires seem to have taken a rear seat at present. Dealers only report a small percentage of their sales as balloons. The J. & J. Tire Company reports a percentage of only 3 per cent. in balloons and John Harper of the C. & H. Tire Company says only 5 per cent. of his sales have been in balloons. The balance are high pressure pneumatics. This seems to be only a spell, however, considering the fact that all summer balloon tires have held a high percentage.

Ford sizes are still the leaders with dealers in Columbus. The larger tires, 32x4, 31x4, 32x4½ and 33x4½, also seem to be bringing some nice business. Tubes are selling very well. On an average it has been proved that Columbus dealers sell between six and eight tubes to every one casing.

Most stocks are rather heavy at this time of year, due to the fact that dealers took advantage of prices earlier in the year before they started on their upward sweep. Comparing this period to the same period in 1924 it has been found that stocks are on an average of about 25 per cent. heavier.

However, some dealers always keep a heavy stock. The Atwill Tire and Supply Company, for instance, is one. J. E. Atwill, head of the company, reports his stock normal for this time of the year. The tire buying public seems to be getting used to the increases in rubber and is not bothering about arguments regarding retail prices.

Some dealers seem to think their sales would be much greater if it were not for the numerous increases earlier in the year. Prospects for fall business are good only for one reason, according to reports received. If a long mild fall predominates, business will flourish; if not, business is expected to drop off.

Fresno Movement Shows Increase

Fresno, Cal., Oct. 15.—A careful canvass of the local tire situation shows that business is slightly better than at the same period last year. The demand for balloon tires seems to average between 25 per cent. and 35 per cent. of the total pneumatic sales. The greatest demand in pneumatics is still for the 30x3½, with the 32x4 size running a good second. A gradual rising demand is noticed for the 29x4.40 and the 31x5.25 balloon types.

The movement of tubes is fully up to normal. Stocks of both tubes and tires are being bought in a hand-to-mouth way. This seems to be a general tendency, possibly accentuated by the local financial conditions. Mr. Iverson of Carlton & Iverson, Firestone dealers here, takes the position that only for a recent tendency to diversification in farming circles conditions would not be as favorable as they are. Wine grapes have brought a good price in the East and this, coupled with an enlarged cotton acreage, is having its effect.

Generally speaking, there is no pronounced optimism regarding the fall trade, but rather a feeling that things will probably run along in a quiet way.

SEIBERLING RUBBER CO. TO SPEND \$25,000 ON NEW POWER HOUSES AT PLANT

Barberton, O., Oct. 15.—A building permit for construction of a \$25,000 power house was issued to the Seiberling Rubber Company, Monday. The building is the second addition to be placed under construction this year and will house equipment which, with the building, will cost approximately \$75,000.

Building Inspector Claggett says that he is aware of a great industrial expansion in the city and believes that within the next five years great changes will take place. A general expansion of business will create for Barberton what the boom during the World War has done for Akron, he says.

USED TIRE BOOM REPORTED IN K. C.

Kansas City, Mo., Oct. 15 (U. T. P. S.).—Recent price increases in the tire market have greatly increased the sale of used tires, according to tire dealers in this city.

This increased sale also may be traced in a measure to the large number of second hand cars owned by men of small income, is the belief of Harry L. Reiter of the Reiter Tire Company.

"These people aren't economists enough to realize the advantage of equipping their cars with new tires," Mr. Reiter explained. "And, too, they haven't enough ready money to fully equip their cars with new tires, so they buy bargains in used tires."

The slight decrease of sales over the corresponding time last year may be traced to the inflated prices, tire men here believe. Fleet owners are economizing in their quantity lot purchases, and many of the larger lot buyers stocked up when they saw the price rise coming.

If prices drop, there is a chance for bigger business this fall, but J. Charles Poole, president of the Poole Tire and Repair Company, is pessimistic so long as prices remain at their present level. "Now that another price jump is in sight, many of the tire dealers are wearing gloomy countenances," Mr. Poole said.

A check on sales shows the 30x3½ sizes in high pressure pneumatics to be the biggest sellers. Balloons and high pressures are maintaining a 50-50 pull, according to a general survey.

FIRESTONE CO. ASKED TO PAY EMPLOYEE AWARD

Columbus, O., Oct. 15 (U. T. P. S.).—The Firestone Tire and Rubber Company has asked the State Supreme Court for a writ of prohibition against the Ohio State Industrial Commission to prevent cancellation of its right to carry its own compensation insurance and to stop the commission from proceeding with an attempt to collect an award which it had made to the widow of a former employee of the company.

NEW STORE PLANNED

Brownsville, Tex., Oct. 15.—The Hicks Rubber Company, which has a large number of retail tire stores throughout the state, is planning the opening of a store in this city during the present month. A location has already been selected and a lease obtained. Shipments of tire stock are now on the way and an early opening is anticipated. The store will be in charge of John Pipkin, who has had considerable experience in this work.

B. SHEPARD GETS JOB

Canton, O., Oct. 15.—The Canton Automobile Club directors have created a new position in that of a sales manager. T. L. Shepard was appointed to the job and has assumed his new duties.

Shepard until recently was assistant sales manager of the Gordon Tire and Rubber Company.

GREENLEE RECEIVER FOR DEFUNCT RUBBER CO.

Tacoma, Oct. 15 (U. T. P. S.).—H. R. Greenlee has been appointed receiver of the Sound Rubber Company of Tacoma, manufacturer of Sound tires, by Judge M. L. Clifford of the Superior Court. The receiver entered upon his duties at once.

The petition in bankruptcy was filed by the Tacoma Savings Bank and Trust Company and sets forth that the Sound Rubber Company, formerly the Western Rubber Company, "has been financially unsuccessful and for some time past has been constantly running behind." The complaint charges the defendant company failed to meet an interest payment of \$7,000 on September 1, has failed to pay dividends of \$10,000 on preferred stock and 1923-24 tax on real estate and 1924 personal tax totaling \$150,000.

Mr. Greenlee was for a number of years with the Republic Rubber Company of Youngstown, O., and left that firm to become receiver of the Erie Tire and Rubber Company of Sandusky.

Toronto Decline Held Seasonable

Toronto, Oct. 15 (U. T. P. S.).—The tire market continues to slow down, the week's volume of sales again being slightly lower than in the previous week as well as being below the corresponding period of a year ago.

The dropping off in sales volume compared to a week ago is accounted for by the seasonable decline, dealers say. Higher prices are another cause.

Despite these apparently adverse facts the dealers generally throughout the city are well satisfied with the present situation. This is because, while the total number of sales shows a decrease over a year ago, the unit sales are larger. In other words, a dealer can now handle fewer tires, with a correspondingly lower overhead cost, and yet derive as big a revenue as from the larger sales volume and lower prices. A larger margin of profit in proportion to the volume of business has accordingly been the result, and it is one that is far from displeasing to the dealers.

HIGH PRICES CUT DEMAND IN NEW HAVEN TERRITORY

New Haven, Conn., Oct. 15.—"High prices, an exceptional demand for second-hand tires and the usual fall and winter drop in tire sales have hit us real hard," says A. N. Alderman of the Connecticut Tire Company, when asked by a representative of the Automotive Daily News for a review of the tire situation in this territory.

Mr. Alderman's company controls three large stores situated in different sections of this city. "During the past week the sales in all of our stores dropped off, but, even at that, our tire sales for the present year are far in advance of last year's," said Alderman.

Several other local tire dealers' opinions tally with Alderman's and the majority of the dealers visited say that their stock in tires is above normal just now. Practically all of the dealers have "sales" on. Prospects for fall business do not look very promising.

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Connection with industry

Foreign Field Reviewed In Government Reports

Special from A. D. N. Washington Bureau

WASHINGTON, D. C., Oct. 15.—There has been a gradual decline in production and export of motor cars in England in the last month, according to a report issued by the Department of Commerce. British plants report sufficient orders taken to insure full time all winter. Reduction of prices and increasing popularity of certain British light cars has affected both American and French.

One of the biggest French producers is opening a factory in England to avoid duty.

There has been a short period of decreased sales in Brazil. The import business in Brazil will necessarily be an uncertain problem as long as the unsettled condition of exchange continues.

Private motor bus service has been introduced in Fredericton, Canada. The popularity of this line has been proven to the extent that a project is now under consideration to run lines along the St. John River Valley from Grand Falls and Edmundston through Fredericton on to St. John.

A new omnibus line has been inaugurated between Habana, Madrugá and Matanzas, Cuba. This is a new venture and covers a considerable distance.

An American automobile club has been organized in Paris, the first of its kind in Europe, with a membership consisting of European representatives of the leading automobile companies of the United States. The club will hold monthly meetings and have as guests prominent men of the automotive industry who may come to Paris. The first president of the club is H. H. Kelly, who is connected with the office of the commercial attaché in Paris.

The effects of present economic conditions are being severely felt by the German automobile industry with the result that demands for motor cars, especially those of the smaller type, have fallen off seriously within the last few weeks. It is reported that German manufacturers have been compelled to restrict their outputs and that numerous cars are being offered at reduced prices.

Automobile exports by Italian manufacturers for the first eight months of this year numbered 19,290, 75 per cent. above last year; Great Britain taking 4,700, Switzerland 1,820, Australia 1,254, Spain 1,129, Germany 1,118, and Brazil, 1,042.

Automotive imports by Java for the first seven months: Passenger cars, 2,075; trucks, 177. Truck situation improving due to increased bus sales.

Sales in Latvia during the third quarter of 1925 of both automobiles and trucks were satisfactory. Outlook for the fourth quarter is not especially good since there is very little money in the country.

In Lithuania sales of motor trucks are reported to have improved with increasing interest shown toward light American makes. Low priced American passenger cars are gaining in favor. The outlook for the fourth quarter is characterized as fair.

A new motor combustion oil was demonstrated at Bergen, Norway, recently. It is a by-product of coal, and residue taken from the Bergen gas works is the chief content. This "power oil," as it is called, is claimed to be a satisfactory substitute for gasoline. Patents have been applied for. It is claimed that it can immediately be applied without alteration of the motor car or boat engine in which it is used.

Imports of automobiles by the Philippine Islands during the first six months of 1925 were valued at 2,491,139 pesos, as compared with

CAR REGISTRATIONS GAIN IN N. DAKOTA

Reports From Other States Reflect Rapid Growth of Industry

Grand Forks, N. D., Oct. 15.—Total registration of motor vehicles in North Dakota on October 1 was 141,144 cars, as compared with 117,050 cars for all of 1924. This is an increase of 26 per cent. for the first nine months of 1925 over the entire year preceding and officials predict that the percentage of increase by the end of the year will reach 33.

Registration fees for the state collected to date total \$1,048,709.20, of which \$130,000 has been expended for bridges, \$150,000 for the operation of the highway department and registrar's office, \$384,354.60 to the counties and a similar sum to the highway department to be used as state aid in the construction and maintenance of the state highway system. Total receipts for the entire year in 1924 were only \$816,871.15.

TEXAS REGISTRATIONS LEAP

Austin, Tex., Oct. 15.—Motor vehicle registration in Texas to October 1, filed with the State Highway Department, total 827,544, compared with a total of 800,900 for the entire year of 1924.

Commercial motor vehicles total 79,807; motor buses, 3,142; trailers, 3,092; tractors, 239; motorcycles, 2,554; chauffeurs, 11,417; dealers, 2,948; transfers, 192,578.

CALIFORNIA \$6,723,189

Glendale, Cal., Oct. 15.—California's motor vehicle registration to October 1 reached a total of 1,394,867, a gain of 44,108 over the registration for the entire twelve-month period of last year. Fees collected to date aggregated \$6,723,189. Registrations to date, divided into classes, are as follows: Automobiles, 1,155,653; solid trucks, 41,045; pneumatic trucks, 164,131; motorcycles, 10,393, and trailers, 23,636.

AUTO HILL CLIMBING CONTEST TO BE REVIVED

Newark, N. J., Oct. 15.—The hill climbing contests of earlier days of the automotive industry are about to be revived.

The New Jersey Automobile and Motor Club and the Newark Automobile Trade Association have decided to stage a hill-climbing contest of nation-wide scope early next year. At present it is planned to hold the event at High Point, Sussex county, N. J. This is possibly the highest point of land in the state and presents ideal conditions for such a test.

Information and other data may be obtained from W. J. Morgan, care of Morgan Motor Car Company, 999 Broad St., Newark, N. J.

AUTO DEALERS ELECT

Springfield, Mass., Oct. 15.—The annual meeting of the Springfield Automotive Dealers' Association was held recently and the following officers elected: R. M. Sauers, president; H. R. Augur, vice-president; G. E. Adams, treasurer; H. W. Stacy, secretary.

1,607,297 pesos for the same period of 1924.

Due to the low exchange rate of the Peruvian pound, import trade continues to be severely curtailed and collections are difficult. All of the banks and large wholesale houses have greatly restricted the granting of further credits.

September imports of automobiles by Uruguay were American, 233; European, 32; trucks, American, 113; Fiat, 1. The market is practically clear of auto stocks in anticipation of the arrival of new models.

LIEUT. THOMAS K. MATHEWS of the army (center), who by winning the John L. Mitchell Trophy at the recent air races at Mitchel Field, N. Y., earned the right to compete in the Pulitzer Race next year. Photo shows Major T. G. Lanphier congratulating Lieut. Matthews, and Mrs. John L. Mitchell.



Underwood & Underwood Photo.

American Cars Now Have Distinct German Market

BERLIN, Oct. 15 (U. T. P. S.).—The importation of American cars into Germany on any scale started only a little more than a year ago, but in that time has had the effect of bringing the motor car into use as a medium of profit and pleasure. Before the American cars appeared on the market the automobile here was almost totally restricted in use to the very rich.

The story of the appearance of the American car has a touch of romance. Tales began to come across the ocean shortly after the war ended of the great auto industry of America and how the automobile had brought prosperity and transportation comfort to millions.

Then, as a result of the interest created by these reports, the public began to inquire into the possibility of the auto coming into general use in Germany, and when the first American cars began to appear on the streets, they were the center of admiring and curious crowds who scrutinized appreciatively the many improvements of the American models.

The result was and is that American cars now have a distinct market here, in spite of tariff restrictions, if importers will only bear in mind the special German conditions, which must be met, and the demand of the German buyer, which must be satisfied.

Before coming to these in detail it is well to remark that the American models are usually thought best for town use because of the speed with which they get under way as compared to the slower-starting German cars. This is one advantage the American model has at the start, but beyond this, the importer has to remember the following stipulations usually laid down by the prospective purchaser here.

The first of these is that the German client prefers an open body without permanent cover, and as he likes to take his—not always—small family plus a few friends out for a holiday he demands two extra seats in front of the rear seats to take care of the added load.

Also, in the case of the closed bodies, the German client insists that there be a separation between the driver seat and the back of the car, as the owner seldom drives himself and feels he should be

distinctly apart from the chauffeur.

Furthermore, the German owner is very particular about equipment. He demands leather of the first quality. He also likes a high-speed car, as many Germans race their cars and love to boast of their accomplishments.

Other accessories and details about which he is most particular are that there be carrying space for two tires. A four-wheel brake is absolutely necessary in his opinion, and a hydraulic brake greatly preferred.

Denmark Will Hold Auto Show in Feb.

Copenhagen, Oct. 15 (U. T. P. S.).—The Wholesale Automobile and Motorcycle Association of Copenhagen is making arrangements for an international automobile and motorcycle exposition which will be held from February 15 to March 15, 1926, the 25th anniversary of the organization of the association.

The arrangements for the exposition provide for the exhibition of completely equipped passenger cars, business cars and trucks, as well as motorcycles, tires, tractors, accessories and side-cars.

Foreign makers or importers desiring to exhibit or to obtain more information should address the secretary of the Association of Wholesale Automobile and Motorcycle Dealers, K. Rosenborg, gade 7, Copenhagen, Denmark.

Conditions will be the same for all entrants. Rent will be 100 kroner for 1 square meter of space, approximately one square yard.

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INSURANCE ISSUE DIVIDES N. Y. A. A.

Motorists Split Over Proposal of Their President

BUFFALO, N. Y., Oct. 15.—The split in the ranks of the New York State Automobile Association, which started at Monday's session at Lockport, resulted yesterday in the formation of a second distinct organization under the same name as the parent body, and the election of two separate sets of officers.

There was just one thing that the two factions agreed upon. Both adopted resolutions favoring repeal of the excise tax on automobiles and made preparations to put the full strength of their membership behind the fight to force Congress to take action in the matter this year.

It is said the split came when President Oscar J. Brown of the original association, tried to put his organization into the insurance business. When Mr. Brown failed to get the state insurance department to recognize the insurance department he had organized within the association, he opened at Syracuse an agency of his own, to write automobile fire and theft and also liability insurance, so it is reported.

Brown was re-elected president of the original organization and a resolution was adopted ousting Herbert W. Baker as secretary, because of his opposition to Brown's plans.

At the same time the opposition, meeting in another hall, elected E. H. Bogart of Kingston president and virtually decided to appoint Baker secretary.

The next step will be a legal fight in Supreme Court, which will be initiated by the insurgent New York State Automobile Association to force the original organization to turn over nearly \$10,000 of association funds now in the treasury.

The old association now consists only of the clubs of New York, Syracuse and Albany, while the new organization comprises clubs of most of the smaller cities of the state. Rochester belongs to neither.

To Ask for Dollar Auto License Fee

Camden, N. J., Oct. 15 (U. T. P. S.).—State Assemblyman E. Frank Pine will urge the next session of the state legislature to reduce the automobile license fee to \$1 annually and substitute a gasoline tax to pay for the upkeep of state highways.

"In this way the New Jersey motor car owner would not be hit so hard by the gasoline tax," he explained. He declared his advocacy of a gasoline tax in a statement concerning ways to pay for the new bridge over the Delaware linking Philadelphia and Camden. "A fair proportion of the bridge construction cost would fall on the shoulders of automobilists from other states," he added, "who disregard the automobile reciprocity act and instead of using a foreign license for two weeks only repair here the best part of the summer without contributing a cent to road or bridge maintenance."

Mr. Pine added that the construction of permanent roads had caused a sharp reduction in the cost of road maintenance, the state having spent two and a half million dollars less for that purpose in 1924 than in 1923.

WINS STYLE SHOW

Spokane, Wash., Oct. 15.—A Packard straight eight touring car, driven by Miss Margaret Paine and entered by Trenary Sales and Service, Inc., was awarded the grand prize at the motor style show, held here recently as a part of the Interstate Fair.

Making Shop the Avenue to Winter Profits

Owner's Visits Mean Car Leads and Equipment Sales

By PAUL FIELD

KEEPING in touch with owners through the cold weather months has proved the means of winning extra winter profits for many car dealers. This contact is usually established through the service station.

Starting in the fall, efforts are made to bring as many owners as possible into the shop for repair or overhaul work. If this object is accomplished, the dealer has an opportunity to swell his accessory business and obtain leads for new and used car sales, as well as to keep his shop busy at profitable work.

Active Effort Needed

Unless some active attempt is made to combat the tendency, the service end of the average establishment usually finds its business falling off as the winter season approaches. Drivers will decide that instead of having the engine overhauled they will get along through the winter, while the car is not being used so often, and put the job off until spring. As a result, the dealer does not see them for several months.

What steps can the dealer take to insure a continuity of owner visits throughout the cold weather? One of the most effective is a well conceived and directed mail drive.

Such a drive would offer special inducements to the owner to have repair work done immediately instead of waiting until the return of spring. Many dealers have had good success offering service combinations at a reduced rate. Some financial bait usually necessary to prevail on the owner to act. If he sees that he can save money by having his car in rather than waiting, he will do so.

Calls by Salesmen

Systematic calls by salesmen during the winter is another good plan. It serves to employ their time advantageously and is likely to be more effective than even the best letters, because of the personal touch. Most owners are pleased at the attention thus shown and listen readily to the salesman's plea to have what repairs they need done during the winter when the shop is not so busy, when it can give special rates and can afford to do the work more carefully.

When owners do come in for service some organized effort is needed to realize the full sales benefit from their visits. The mere inquiry of the mechanic, "Do you need anything in the accessory line?" is not enough. Competent salesmen should talk with each visitor for the best results.

Displays of winter accessories in the service station that cannot fail to attract attention, serve to prepare the ground for the salesman's words. When the owner comes for his car and finds it ready, with the engine restored to full performance and annoying noises gone, he is in a good frame of mind to buy a heater, order an extra tire or impart valuable sales information about some friend of his who is about ready to turn in his old car and get a new sedan.

Such extra profits as these can be had—if the dealer will make the effort. Do you want them?

You probably have plans for increasing your winter business, too. Let us have your comments on this subject. Address, Feature Editor, Automotive Daily News, 25 City Hall Place, New York city.

PUTS ITEM ON CASE

One accessory dealer has found it a good idea to place some item out on his show case where customers can pick it up and examine it. He says it has led to many sales.

Winter can be made a profit period as well as summer, if extra effort is put forth. In this article some ideas are presented that have helped other dealers take the business gloom out of the cold weather months by keeping in touch with owners through the service station. Other articles on this subject will appear shortly.

Uses Two Classes Of Shopmen

Service is systematized by T. S. Johnston, president of the Long Island Flint Company, Flint distributor, Brooklyn, by a flat rate system and a special policy of workmanship under which the shopmen are rated as Class A and Class B.

Class A men adjust engines, grind valves, renew bearings and ream cylinders. Theirs is the expert workmanship and no one but a Class A man is permitted to handle a major mechanical job.

Every Class A workman has a Class B man assigned to assist him, working at a bench in an adjacent booth. As the Class A man finishes the mechanical adjustments of a job, he passes it on to the Class B man, who cares for the lubrication, cleaning and final adjustment or assembly.

There is also a check system which shows just what work was done by each man and how long it required. Every job that goes out can be traced instantly to the men who did it. This results in marked efficiency.

Mr. Johnston reports that his policies have increased the speed of the work by eliminating wasted time and have made for more satisfied owners.

SERVICE OFFER INCREASES SALES OF CHAINS

Thanks to an unusual service offered by him, Thornton H. McDougal, Inc., of 487 Elmwood Ave., Buffalo, has established a record in the sale of tire chains for this fall. McDougal has advertised by word of mouth, window display and direct mail, that he will put on and take off tire chains for any customer buying them at his store.

By making this offer he has succeeded in working up a large volume of chain sales.

JUNK OLD CARS

More than fifty cars held by Topeka, Kan., dealers were junked this week. They were charged off on the books at less than \$100 each, the dealers claiming that they were making a profit on them even at that.

Topeka dealers now are adopting a policy of trying to sell as few "veterans" as possible and are using the "junk" method instead.

¶ Better methods bring bigger sales.

¶ Keep abreast of merchandising times.

Open Air Used Car Market Is Made Inviting



HERE is the used car lot de luxe. This one is located in Fresno, Cal., and is one of a number established by H. W. Curtis, director of sales and branches, Durant Motor Company of California, in Coast cities where Durant factory branches are located. Neat arrangement of the cars, attractive white fences and impelling signs distinguish these open air markets. Surroundings such as these invite inspection of the cars and seem to set them off to better advantage.

Says It's the Attention After Sale That Counts

SOME automobile salesmen consider their work done when the customer signs on the dotted line and hands over his money.

"This is altogether wrong," says James W. Knox, president of the Knox Motor Car Company, Gardner distributor in Newark, N. J., and vicinity. "This is one of the biggest mistakes that could possibly be made. Each week I make it my personal business to gather my sales force together, including the sales manager, and put them through a sort of 'skull' practice, somewhat similar to that used by baseball and football coaches.

"I strongly impress upon them that neglecting the customer means the loss of much money, and what is probably just as important, the reputation of the house is at stake. To make one sale is all well and good, but to my way of thinking to make two sales is far better.

"Immediately a sale is made, the customer's name, type of car purchased, and any other particulars concerning the purchaser are placed on file—but it does not end there. At least once a week a letter is mailed to the customer. The first probably asking how he likes his car. Another inquiring

as to the service being rendered; still another requesting him to bring his car in for a thorough inspection, and greasing and oiling.

"Another thing we do is to mail our customers a card of greeting on special occasions, such as Thanksgiving and Christmas. When we learn that he may be contemplating a trip, we make it a special point to furnish him with all necessary maps, touring data and any other information he may need.

"In this way we are always in close and constant touch with the customer. I have found that they like to be pleased, especially in small matters, and we make it our constant aim to please at all times.

"As a result, when the time comes, as it does, sooner or later, to trade in his car, the customer will come back to us, because we feel that he is perfectly satisfied with both the service and courteous treatment he has received at our hands. We are firm believers in 'It's the service AFTER the sale that counts.' We use that phrase on our stationery and in all our advertising, whether it be newspaper or literature—and it DOES count—in appreciation and dollars."

Dealers Plan Now For Xmas

Automobile distributors and dealers are already giving thought to the methods of stimulating winter and especially Christmas buying of motor cars, for the purchase of a motor car is a large item to most people, and to consummate a sale at Christmas time means that the advertising that brings the customer to the point of purchase should begin along in the fall.

With this in view, many merchandisers early in the fall reserve a special window space for a small Christmas display, with a placard urging the purchase of a new car for Christmas. Salesmen calling on prospects who are not in the market for an immediate buy, but contemplate the purchase of a new car in the spring, put pressure on them to advance the date two months and give the whole family a great deal of pleasure by buying at Christmas.

Other dealers are preparing special mail efforts to bring home the Christmas suggestion to prospects on their mailing lists. Several letters are sent out at intervals and by their repetition gradually prepare the mind of the prospect for the purchase.

Besides emphasizing the "car for Christmas" idea, these letters also call attention to the varied assortment of acceptable holiday gifts in the dealer's accessory stock.

The important point is to start planning early. Preparation of mail and advertising copy, printing, arranging displays, all consume time. These things should be done sufficiently in advance to allow time for a working up of the Christmas gift appeal through continued hammering with advertising and display.

TIRE DEALER STARTS NEW SALES PLAN

The Triangle Tire Co., distributor in Seattle, Wash., for Corduroy cords, is inaugurating a departure from the usual methods of merchandising tires by selling tires on a \$1 down part payment plan. This was started last week, stated W. L. Fitzpatrick and E. Cathro, proprietors.

In order to care for the increased business which officials expect, the offices and service departments are being enlarged and equipment is being increased.

The Triangle Co. is one of the oldest tire firms in Seattle. It celebrated its tenth anniversary last October 1.

Do You Know?

That it takes more than a mile of wire to build a pair of beads for a 4x10 truck tire?

That during 1926, the Good-year production schedule will require 3,300 miles of wire per day or enough to run a telegraph line from New York to San Francisco? One month's production would reach three times around the earth at the equator. Wire enough for three months production would reach the moon.

SLOGAN LINKS DEALER'S NAME WITH CAR

To impress on the public its connection with the product it sells, the Morgan Motor Car Company, Newark, N. J., makes extensive use of the slogan, "When you think of Ford, think of Morgan."

Not a catalogue, letter or piece of literature or advertising prepared by this concern is sent out without carrying this slogan. Two service cars, painted a brilliant red, which answer emergency calls and are constantly seen going about the streets, also have

it lettered prominently on their sides.

Consistent hammering away at this slogan has served to impress on New Yorkers the name of Morgan when they think of Ford cars.

WHOLESALE SENDS OUT CATCHY CIRCULARS

Customers of the Swain-Hickman Company, replacement parts wholesaler, Philadelphia, are circularized by the company about three times a year. Letters set forth some special point of attraction in the company's service or announce something new in the way of stock.

Some of the letters are prepared to stimulate handwriting and are couched in an intimate, chatty style. Circulars carry an attention-arresting line at the top. One used on a recent one read: "If you throw this in the waste basket, put the waste basket in the safe."

BOXES FOR EACH TOOL SET

In busy shops it will be found a time-saver to have separate kits for holding the tools necessary for a variety of the more common repair jobs.

Personal Paragraphs

Chicago, Oct. 15.—John Hemwall has just celebrated his twenty-fifth anniversary in the automobile business. He is president of the John Hemwall Motor Car Company, 4549 West Washington Boulevard, dealer in Pierce-Arrows and Rickenbackers. Starting in 1895, he had a bicycle store on what is now Cicero Avenue. In 1900 he became a dealer, starting with the Thomas Flyer. As years went by he handled the Winton, the Buick and nearly every other make that came out, except the Packard and the Locomobile. At one time he built his own car, called the "Hemwall Special." He has just returned from a fishing trip to Mercer, Wis.

Spokane, Wash., Oct. 15.—William L. Duffy has joined the Eldridge-Buick Company here as sales manager.

Youngstown, O., Oct. 15.—Announcement is made that L. M. Salsgiver has joined the sales force of the Henderson-Roller-Cadillac Company, distributor for the Cadillac car in this district. He has been identified with various local automobile firms for the past several years.

Pittsburgh, Pa., Oct. 15.—H. E. Holloway, known throughout the Ohio and Mississippi Valleys as pilot for eleven years of the excursion steamer Homer Smith, one of the biggest inland vessels afloat, has left the pilot cabin for the automobile field and has joined the force of the Englert-McKean Company, local Oakland dealers.

St. Louis, Oct. 15 (U. T. P. S.).—

Robert E. Lee, manager of the St. Louis Automobile Dealers' Association, has been nominated as a director in the Victory Highway Association. The election will take place at Topeka in November.

Chicago, Oct. 15.—Edward Dietrich, part owner of the Midway Corporation, Hudson and Essex dealer, recently returned from Florida. Gaston Hebert, his partner, is now on a business trip to that state.

New Haven, Conn., Oct. 15.—William N. Lindsay has been appointed a salesman with W. A. Rutz, local representative of the Chandler and Cleveland cars.

San Francisco, Oct. 15.—J. W. Leavitt & Co., distributor of Oldsmobile and Peerless lines here, announces the appointment of J. H. Stephens as its sales manager.

Evansville, Ind., Oct. 15.—Charles Leggett, Jr., manager of C. Leggett & Son, local Moon and Kissel dealers, will motor to the Moon Motor Company plant next week to arrange for shipments of cars.

San Diego, Cal., Oct. 15.—A. E. Jones, general manager for C. W. McCabe, Dodge dealer, has resigned, and according to his statement, is going to the northern part of California to open a motor car business under his own name. He will be succeeded at McCabe's by his brother, H. C. Jones, who has been manager for the past six years of the McCabe branch at El Centro.

DEALER DOINGS

Columbus, O., Oct. 15 (U. T. P. S.).—Opening of the Tetlow Motor Company in the Hi-Lane Garage Building at 2119 North High St. recently marked the establishment of the first sub-dealership for the Packard Motor Car Company in Columbus. Harry Tetlow, owner, has been in the automobile industry about three years.

Milwaukee, Wis., Oct. 15.—The Stebbins-Dentz Motor Company has added Case cars to its line, with display rooms at 542 Van Buren St.

Santa Rosa, Cal., Oct. 15 (U. T. P. S.).—The E. A. Rodgers Company, Buick and Cadillac dealer, and the Evans Motor Company, Star dealer, have established a joint used car salesroom at 512-514 5th St.

Akron, Oct. 15.—Akron Elcar Sales Company, distributors for the Elcar line of fours, sixes and eights for Summit and Medina counties, has appointed the Wen-

dell Motor Company of Akron as its dealer here.

Oakland, Cal., Oct. 15.—E. Lynn Mathewson, president of Mathewson Motor Company, Flint dealer here, has installed a radio broadcasting station in his building on automobile row. It will be known as "KFUU" and regular programmes will be broadcast daily.

Connellsville, Pa., Oct. 15.—Harry C. Gallatin is established here as the Dodge dealer in a new building in West Crawford Avenue. Gallatin formerly was a salesman for the Donora, Pa., Dodge dealers.

Wauwatosa, Wis., Oct. 15.—Frank S. Arndorfer and George Schneider have formed a partnership to be known as Arndorfer & Schneider, taking over the Ford garage and sales in this city. Their new building on West Main Street was recently opened. Henry Fleishblen, formerly with the Ford Motor Company at Detroit, is in charge of the shop and service departments.

IMPROVEMENTS

Toledo, Oct. 15.—Cecil L. Rood, Wills-Sainte Claire distributor and Hudson dealer, will formally open his new salesrooms and service plant to the public next Thursday. The address is 222 22nd St.

Glendale, Cal., Oct. 15.—Formal opening of its new home was celebrated by the R. A. McLean Motor Sales Company, dealer in Oldsmobile, Star and Durant cars, last Saturday night.

Chicago, Oct. 15.—The B. L. Finney Motor Sales, 420 East 111th St., Packard dealer, has taken possession of its new building. The structure provides 7,000 square feet of floor space.

Horatio, Ark., Oct. 15.—Remodeling has been under way on a building to house the garage of O. M. Tucker, who will move into it from another location here. He will carry a stock of automobile supplies.

Frankfort, Ky., Oct. 15.—A. C. Morris & Co., Inc., of this city, Chevrolet dealer, has acquired new and larger quarters at Bridge and 2d Streets. B. W. Whittaker, secretary and treasurer of the company, is handling the business of the company in the new plant.

Baton Rouge, La., Oct. 15.—The Watson-Ledet Motor Company, local Hudson and Essex dealer, will build a new brick building, 72 by 80 feet, to cost \$15,000.

San Antonio, Tex., Oct. 15 (U. T. P. S.).—The Travis Automobile Company, which was recently organized, has completed its new two-story building fronting on Main Avenue and Soledad Street.

AUTOS OUTNUMBER CLOCKS
Macomb, Ill., Oct. 15.—McDonough county people own more autos than timepieces, according to the assessor's report. The county report filed last week indicated 4,143 cars and 3,881 watches and clocks.

"Our Foreign Field"

U. S. SUPREME IN DENMARK FIELD

America Supplies Most Of Imported Automotive Supplies

By JOHN D. LONG.

New York, Oct. 15.—Our motor products are supreme in Denmark and that progressive country is alive to the value of motor transport, both for goods and persons.

Consul General Georg Bech at the Danish Consulate in New York reveals the progress of his country in taking advantage of the modern methods of road construction as a means of making all portions of the country accessible.

When seen at his office, the consul general told of the Danish situation and also gave the writer access to official documents bearing on the subject of American motor vehicles in his country.

Speaking of the extent to which Denmark is supplied with automotive products, "Denmark now has 65,000 motor vehicles," he said, "of which about 48,000 are motor cars." There are nearly three and a half million people in Denmark and the figures given by the Danish consul thus allow one auto to every 71 of the population.

"Owing to the comparatively flat character of the surface of the country," continued Consul Bech, "and the close net of macadam highways, good conditions are offered for the use of motor vehicles. These motor vehicles are not only used to a great extent by private persons, but are extensively employed in regular services. The number of motor omnibus services (lines) are estimated at about four hundred, which cover nearly every part of the country.

"Again, this extensive motor traffic," he said, "has naturally brought a keen competition upon the railroads, and has also involved a very considerable increase of expense, due to the cost of widening and maintaining the roads; but, on the other hand, it has led to an improvement of the local means of communication and a great increase in trade and in the tourist traffic all over the country. Special dues have been imposed upon motor vehicles for the purpose of meeting the expense involved by the wear and tear of the roads. I would add here that in Denmark there are 7,600 kilometers main roads and 38,000 kilometers of by-roads."

It is a little difficult to get at the exact number of motor vehicles imported into Denmark because while the completed cars or chassis are reported by units, the parts are reported by weight. The duty on motor vehicle imports is determined not by units but by weight and value. The duty at present is about two cents a pound weight and an additional 5 per cent. ad valorem.

The volume of business in parts imported is greatly in excess of the value of imported cars. For example, in 1922 the value of imported motor vehicles was Kr.6,533,000, but of parts Kr.25,460,000. Imported chassis were to the value of Kr.29,300 and bodies for Kr.91,000. Kronen may be reduced to dollars by dividing by four. These figures are the latest available at the consulate and are said to be typical.

The preponderance of American motor vehicles in the Danish market will appear from the figures for 1923. In 1923 Danish reports show imports of passenger cars from the countries named as follows:—

United States.....	1,440
France.....	359
Germany.....	301
Italy.....	152
United Kingdom.....	50
Belgium.....	37
Austria.....	32
Other countries.....	6

Total.....2,357
Showing that 64 per cent. of the passenger cars imported into Denmark that year were from the United States of America.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

INCREASED loyalty, renewed ambition and greater pride in service from your men will result if they can qualify and receive the recognition as a certified service man; full information gladly furnished. Address Certified Service Men's Association, 224 East Market St., Greenboro, N. C.

HERE'S an idea for some live service station—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

AUTOMOBILE sales concern, established over 20 years in Chicago, will sell all or part of the business; small amount of cash needed for responsible party; very well known franchise now handled and a very good lease; \$15,000 to \$25,000 will handle; a wonderful opportunity. Address Box 44, Automotive Daily News.

THE ADVERTISEMENT below contains 60 words, and at 5c a word will cost you \$2.50.

5 consecutive insertions, the sixth insertion free, will cost \$12.50.

12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

BUSINESS OPPORTUNITIES

EXPANDING automobile financing corporation wants general agent for New York; requirements: Fidelity bond and sufficient capital for small first class office and modest advertising expense; must be responsible man and purchase nominal amount of stock in this corporation; interview at New York will be arranged for suitable applicants; we lawfully control the Robertson Finance Plan, whereby purchaser of any car, constituting ample security, receives 6% interest on payments made before delivery of car and pays balance owing thereafter in 25 monthly payments and disposes of used car in trade to better advantage.

TEXAS SECURITIES CORPORATION.
Home Office, San Antonio, Tex.

OWNER, RETIRING, will sell automobile service station and accessory business; business is established 15 years and doing about \$75,000 annually, yielding substantial net profit; inquiries invited from responsible individuals who know the business and can manage capably; \$10,000 to \$15,000 cash required. Box 46, Automotive Daily News.

PATENTS

PATENTS and trademark matters. Geo. A. Senior, 53 Park place, New York city.

INCORPORATIONS

Albany, N. Y., Oct. 15.—Among the new incorporations in New York state are:—

Howard Locke, Nyack, \$10,000; garage and automobiles; old concern.

Cavallero's Garage, Inc., Jamaica, L. I., \$10,000; automobiles, etc.; care W. E. Kennedy, 74 Oceanview Ave., Jamaica.

Columbus Tire and Auto Supply Company, Inc., New York, \$10,000; tires and supplies; care Max Rothman, 1440 Broadway.

C. Balsam James, Inc., New York, \$10,000; automobiles, etc.; care H. J. Friedman, 1170 Broadway.

DeLancy Hudson-Essex Motor

Car Company, Inc., New York, \$10,000; automobiles; care Oscar Marks, 277 Broadway.

Golden Rose Garage Corporation, New York, \$10,000; automobiles; care Arthur McLaughlin, 2032 Prospect Ave.

San Remo Garage Corporation, New York, \$10,000; garage; care Abraham Mann, 51 Chambers St.

Miller-Schaus "Garage Corporation, New York, \$10,000, garages; care H. J. Schaus, 2256 Rye Ave.

Sobel Bros. Gasoline Stations, Inc., 1313 5th Ave., New York; gasoline.

J. S. and W. Garage, Inc., New York, \$10,000; automobiles, etc.; care A. Blumenfeld, 225 East 66th Street.

WANT

To Buy an Automobile
To Sell Your Business
A Fast-Moving Salesman
To Patent Your Invention
To Sell Your Used Cars
More agents & distributors
Additional Capital
A Reliable Partner
More High Class Dealers
To buy a profitable business
To sell parts & equipment

?

Then Why Not Use the CLASSIFIED SECTION of the
AUTOMOTIVE DAILY NEWS?

No matter what you want out of the automotive industry, the AUTOMOTIVE DAILY NEWS will reach every section of the country with your advertisement and bring

RESULTS!

Here is a chance for you to get what you want—and to get it quickly, because the AUTOMOTIVE DAILY NEWS reaches the trade, manufacturers, wholesalers and retailers every day, and is eagerly read by them from the first page to the last line on the back page.

You now can, for the first time in the history of the industry, send your message overnight to thousands of prospects, all of whom represent individuals who are potential customers.

Don't Wait Weeks for RESULTS

JUST SIT DOWN RIGHT NOW and PREPARE an ADVERTISEMENT FOR INSERTION IN THE CLASSIFIED SECTION OF THE AUTOMOTIVE DAILY NEWS—JUST TAKE THE SHORT-CUT TO THE CLASS OF MEN IN THE AUTOMOTIVE TRADE YOU WANT TO REACH.

Put your message in words and the AUTOMOTIVE DAILY NEWS will be your best salesman

AUTOMOTIVE DAILY NEWS
1926 Broadway New York, N. Y.